

LIFE

A black and white portrait of actor Montgomery Clift. He is looking slightly upwards and to the right with a serious expression. He has dark, wavy hair and is wearing a dark suit jacket over a light-colored shirt and a dark tie. The background is a plain, light color.

NEW MALE MOVIE STARS

COVER: MONTGOMERY CLIFT

DECEMBER 6, 1948

20

CENTS

YEARLY SUBSCRIPTION \$6.00

The happiest brides have

Community

Make it a Community Christmas . . .
give a gift she'll love for keeps!

There's MORNING STAR! That's the latest Community pattern—hailed with delight by decorators, artists, experts in good living, happy choice of thousands of first family brides.

There's MILADY—How *your* favorite lady will love it! Dainty floral design, quiet, enduring charm—it's a pattern to live with . . . for keeps!

There's LADY HAMILTON—Sophisticated simplicity, traditional distinction, good line, good design, good taste!

There's CORONATION—That's the all-time favorite—fluted columns, costly-looking piercing, elegance for any table!

They're all Community—all correct—all protected with Community's own long-life "Overlay"—all at budget-thoughtful prices. Sold by your town's best jewelers!
(No Federal tax)

If it's Community* . . . it's correct!

John Whitson

COMMUNITY . . . THE FINEST SILVERPLATE . . . ONEIDA LTD., ONEIDA, NEW YORK

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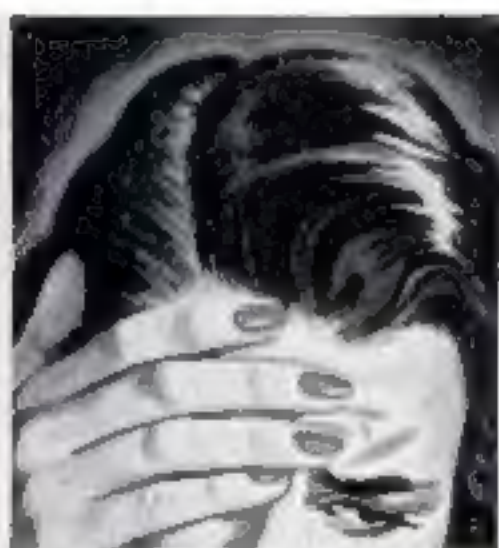
New, remarkable product for the relief of pain...

Bufferin

TRADE-MARK



Acts twice as fast as aspirin!



BECAUSE IT'S
ABSORBED
TWICE AS FAST INTO
THE BLOOD STREAM,
BUFFERIN GOES
TO WORK FASTER
TO RELIEVE PAIN!



Because it's antacid... Bufferin doesn't disagree with you!

Offers far faster relief to sufferers from simple headaches, aches and pains of colds, neuralgia, women's periodic headaches, minor muscular aches and pains.

AFTER 4 YEARS of research, a remarkable new product—BUFFERIN—has been developed for the relief of pain.

A BUFFERIN tablet—like an aspirin tablet—disintegrates rapidly in water or stomach liquids. But, what's important, BUFFERIN is absorbed into the blood stream TWICE AS FAST—on the average—as aspirin. It goes to work TWICE AS FAST in your body to relieve pain.

Many people—because of experience or their doctor's advice—always take an antacid when they take aspirin. With BUFFERIN this is not necessary because BUFFERIN is an antacid.

In a group of 200 patients, more than 20 of them had previously suffered gastric disturbances after taking aspirin. In clinical tests, after identical doses of BUFFERIN, only one person out of the 200 had even mild distress.

The antacids in BUFFERIN, you see, actually protect your stomach from aspirin irritation. Your doctor has full medical details about BUFFERIN. Ask him about it today.

For faster relief next time, ask your druggist for new antacid BUFFERIN—the modern pain-relieving remedy that acts twice as fast as aspirin.

In handy 12-tablet, pocket-size package—or economical 36-tablet package for home use.

A Product of Bristol-Myers



Acts twice as fast as aspirin!

BUFFERIN IS A BRISTOL-MYERS TRADE-MARK



Christmas Cargo



1. They'll be home for Christmas! There are miles of snow and mountains ahead. But this family will spend *their* night before Christmas snug and secure in their Pullman compartment. They bring gifts for her folks back home. But the greatest gift to that proud Grandfather and Grandmother will be the sight of their first grandchild.



2. He'll be home for Christmas! He's a trouble shooter for his company, and business *almost* kept him away for Christmas. But there'll be no disappointments in this father's house tomorrow morning. Traveling Pullman, he and his presents will arrive safe and sound right in the heart of town, just a stone's throw from Christmas at home.



3. She'll be home for Christmas! "Dear Mother and Dad," she wrote, "I'll be home for Christmas with a straight 'A' for the quarter. Don't you think that deserves going Pullman?" It does and it did. But more important, her mother and father will sleep as soundly tonight as she will, knowing she's traveling the safest, most comfortable way to be home for Christmas.

To be sure you'll be home for Christmas



Go Pullman

THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!

© 1946, THE PULLMAN COMPANY

More for your Christmas money



Enjoy both LP and standard records. Play both with the sensational G-E Electronic Reproducer. Space-saving mahogany lowboy. Standard radio plus genuine FM. Model 376 at left.



Radio and Television

You can search high and low, but you can't find gifts that will be more appreciated—or give you more for your money.

In amazing new G-E Daylight Television General Electric brings you the brightest

picture in sight. In radio, your G-E dealer has a model for every taste—radio-phonographs . . . table models . . . portables . . . and "Wake-Up-To-Music" Clock-Radios. They're all G-E performance engineered.

General Electric Company
Electronics Park, Syracuse, N. Y.

You can put your confidence in —
GENERAL ELECTRIC



G-E Daylight Television in a low-priced table model. Pictures so sharp, so bright, so clear you can enjoy them in broad daylight. All U. S. television channels. 10 inch tube—52 square inches of picture. Model 810 above.



Set it and forget it. Wake up to music with a G-E Clock-Radio. Radio-clock-electronic reminder. Banish the jangling alarm with Model 62.



Give companionship. Give a handsome G-E portable. 3-way—AC-DC, batteries. Plastic cabinet—maroon, ivory or light gray. Model 150.



It's new! It's different! Exquisite 3-way very thin personal portable! 2 3/4" deep, 7 1/2 lbs. Maroon plastic case. AC, DC, batteries. Model 145.



Big performance—big tone—big value. G-E de luxe table radio in ivory plastic—built for top performance. See it! Hear it! You'll know why we say "de luxe." Model 20L.

FOR THE MOST VALUED OF YOUR FRIENDS...

Parker "51"...

world's most
wanted ^{gift} pen



SO WANTED—SO SUPREME! WELCOME! 83 surveys in 34 countries confirm the fact that the Parker "51" is the most appealing of all writing instruments.

PERFECT GIFTS TO KEEP THEM THINKING OF YOU!



YOU'LL MAKE A DOUBLE IMPRESSION with this Parker "51" Pen and Pencil set. As with individual "51" Pens, you have a choice of caps: lustraloy or gold-filled.



MAGNETIX DESK SET—a new Parker exclusive. No hinges! A hidden, permanent magnet enables "51" pen to swing on a metal sphere. Genuine Pedrara onyx base.

THEY GIVE INDIVIDUALITY TO YOUR GOOD WISHES



NEW DEMI-SIZE "51" ... in single pens or sets! Smaller, more compact. The pen is less than 5 inches long. Clips upright in a woman's purse. A favorite with men, too.

Your gift of Parker "51" is certain to win a delighted welcome. For here is the world's most-wanted pen. Actually, it's far more wanted than the next two widely known makes of pens combined.

● "51" gives deplete dealers' stocks quickly the last few days before Christmas. It's wise to select your pen or set *now*.

With its sleek beauty, its precise writing action, the famous "51" will express your warmest regard many times each day through many years to come. Choose from rich colors, lustraloy or gold-filled caps. Pens, including the new *demi-size*, \$12.50 and up. Pencils, \$6.25 and up. Sets, \$18.75 to \$80.00.

Parker "51" Magnetix Desk Sets come in 9 brilliant styles. Bases are of genuine onyx or glass. \$15.00 and up. The Parker Pen Company, Janesville, Wis., U. S. A., and Toronto, Can.

©Parker Pen Company, 1948

"51" writes dry with wet ink!



SPEAKING OF GIRLS . . . We'd like to recommend this one. She's calm. She's courteous. She's competent. Her job is to get your call through, quickly and accurately, wherever you want it to go. She's one of 250,000 girls who help to give you good service, day and night, seven days a week. She's your telephone operator . . . **Bell Telephone System.**



This One



RTBX-8F2-WPYT

Watch this new lotion glorify your WHOLE HAND!

SOFTENS CUTICLE
Nails look neater with New Hinds helping to keep cuticle pliable. No ragged edges to "catch." Your manicures stay lovely longer!

SMOOTHS KNUCKLES
Dry knuckles yield to the smoothing action of New Hinds. Effective emollients "sink in." Hinds dries fast—never feels sticky!

BEAUTIFIES SKIN
New Hinds is enriched with lanolin to make your hands feel softer instantly—protect them longer. Works wonders on rough, dry skin!

SATINIZES PALMS
Even rough palms are soothed and smoothed. New Hinds' "skin-affinity" ingredients actually help to soften calluses.



Hinds
Honey and Almond
Fragrance Cream

NOW IN NEW LARGER BEAUTY BOTTLE

WORKS WONDERS! Lanolin-enriched for *extra* effectiveness, New Hinds Honey and Almond Fragrance Cream keeps your *whole hand* feeling soft in spite of ravages of work and water. Use it to smooth elbows, arms, legs... try it as a powder base. Use Hinds to help protect babies' and children's skin from chapping! 4 sizes, 10¢ to \$1.00.

COPY, 1948 LEHN & FINK PRODUCTS CORP.

Winter is fun!

WHEN YOU'RE READY FOR IT!



FOR WORK OR PLAY IN STORMY WEATHER WEAR BALL-BAND

Snuggle your feet into cozy, warm Ball-Band rubber footwear and go! You'll feel better, look better, for here's footwear that's smart in looks . . . protects your shoes and hose, and helps keep you healthy and comfortable. Yes, go now to the store that displays the Red Ball trademark . . . symbol of quality footwear for more than 50 years. Fit all the family!

BALL-BAND

MISHAWAKA RUBBER & WOOLEN MFG. CO., Mishawaka, Indiana

TRADE
MARK

Reg. U. S.
Pat. Off. 1901



LOOK FOR THE
RED BALL ON THE SOLE
OF THE SHOE



▲ THE SHEBOYGAN BOOT—Zero means nothing when you wear this boot. Ankle-hugging shearling cuff! "Toasty warm" fleece lining! White, black and brown.



◀ CORPORAL BOOT—Lead the parade! Buckle-snap-and-strap trim. In sparkling white, radiant red, black and brown, with contrast linings. Available for small tots, too.

◀ MEN'S BLACK SLIDE FASTENER—Light, flexible, comfortable, good looking . . . 10" high . . . worn inside or outside trousers.



**JUST ABOUT THE MOST WONDERFUL
LOVE STORY EVER FILMED!**

SAMUEL GOLDWYN PRESENTS

"Enchantment"

STARRING

**DAVID NIVEN • TERESA WRIGHT
EVELYN KEYES • FARLEY GRANGER**

*Screen Play by John Patrick • From the Novel by Rumer Godden
Directed by IRVING REIS • Released by RKO Radio Pictures, Inc.*



LETTERS TO THE EDITORS

—CONTINUED—

she is a "writer." One wonders if she added "too."

The whole thing reminds me of the story of the young debutante who visited Beethoven's home and bribed the guard to allow her to play on his piano. Highly thrilled after playing a few bars, she asked whether any other visitor had touched those immortal keys. Whereupon the guard replied, "No, ma'am. When the great Paderewski was here we waived the rules and asked him to play. But he refused, ma'am. He said he wasn't worthy."

HENRY SCHINDALL

Mount Vernon, N.Y.

Sirs:

... In condensing my article you have eliminated the point I wished most to make: that in spite of his witticisms and reputation for sharpness, in reality Mr. Shaw is a very considerate, thoughtful person. All the time I spoke to him he was very kind to me, especially so when he took the trouble to leave his desk and work, and to come outside and pose especially for a movie.

ISOBEL JOY ARONIN

Vassar College
Poughkeepsie, N.Y.



SHAW SAWING WOOD

Sirs:

Your picture caption of Shaw sawing wood states that he wears a miner's helmet to protect him from flying chips.

Breathes there a man with soul so dead

Who never to himself hath said:
"Gad, what an Atlas is that Shaw;
Big chips fly off his old hand saw!"

JOHN R. SHENIDAN

Chicago, Ill.

KING-SIZE SARI

Sirs:

Your article on "at home" clothes (LIFE, Nov. 15) shows Mrs. Reeves Wetherill of Newtown Square, Pa. wearing an Indian sari which is described as 30 yards long. As one knowing the fashion in my country, may I point out to you that most Indian saris normally come in two lengths—5 yards or 9 yards. Your report therefore is a gross misrepresentation of my country, unless Mrs. Wetherill's sari is an exception to the rule. Or, is LIFE susceptible to the traditional American's love for describing in superlative terms anything that comes from the Orient. In any case, what amuses me most is the idea of a husband groping about for his wife inside a bundle of 30 yards of cloth. God forbid. . . .

M. G. BHAT

Ann Arbor, Mich.

CONTINUED ON PAGE 15

HOLLYWOOD ROGUE

perfect gift shirt
for any man!



There's hardly a guy anywhere who doesn't go in a big way for the relaxing comfort and smart good looks of the Hollywood *Rogue, by *B.V.D.! Give a couple to your favorite fella this Christmas!



"Next to myself
I like 'B.V.D.' best!"

REG. U. S. PAT. OFF.
THE B.V.D. CORPORATION, EMPIRE STATE BLDG., NEW YORK 1, N.Y.

2 kinds of Enjoyment

take your choice

Aged in oaken casks ... mellow, winey long ... mild and satisfying.

15¢

From an old "recipe" ... nut-ripe savor ... full-bodied aroma.

25¢

ALSO AVAILABLE IN CANADA



Wembley Panel Ties

For men who have modern fashion ideas, Wembley styled these Panel Ties with elegance and imagination. Give them with confidence. They bear the prized Wembley label that men desire. Each tie is so different, so distinctive, you will love his presence as he wears them time after time.



Wembley Panel Ties are available at better stores everywhere. If you do not see these patterns and colors, write to Wembley, Inc., Empire State Building, New York, and your order will be filled by a retailer near you.

The **fashion gift** he will wear...
and wear...and wear...



somebody
on your
gift list
is hoping
you'll
see
this page

EARLY AMERICAN
Old Spice

Body Sachet 1.00

Perfume 3.50, 4.00, 7.50
Purse Perfume shown 1.00

Pony Box 1.60

Toilet Water
w/ 40% Alc. 1.50

... and think of her

EARLY AMERICAN
*Friendship's
Garden*

Sachet Tablets 1.00

Dusting Powder 1.00

Toilet Water 1.00

Ribbon Box 3.00

... and think of him

EARLY AMERICAN
Old Spice
FOR MEN

Shave Mug 1.00

Lotion 1.00, 1.75

Talcum .75

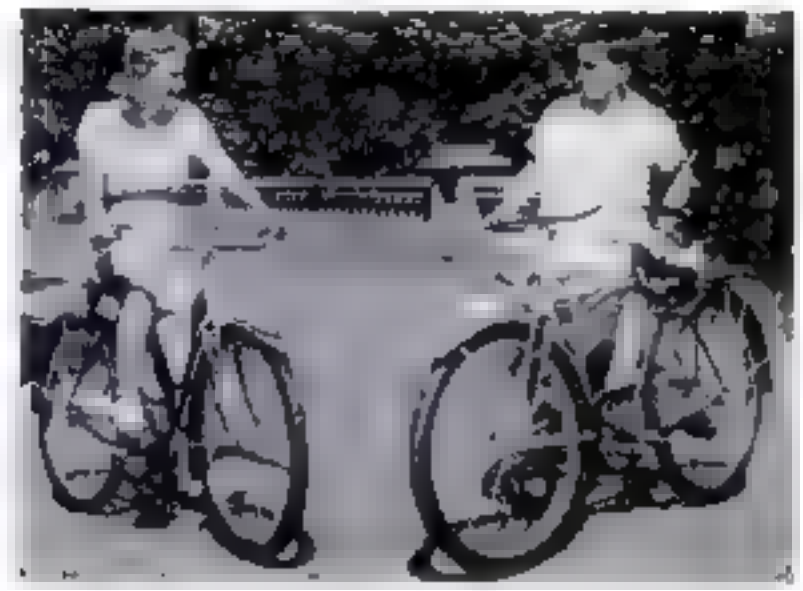
Mug-Lotion-Talcum
in gift box 3.00

Shulton

Rockefeller Center, New York

ALL PRICES PLUS FEDERAL TAX, EXCEPT SHAVE MUG

B. F. Goodrich bicycles are Schwinn-built to last



They're beautiful but rugged! Built by Schwinn with extra strength in every part, from the advanced-design frame to the new tubular rims. Many exclusive features like the new non-rattling truss fork and chain guard mounting, the new tubular front fork and the new built-in parking stand. A model for every member of the family. From \$39.95 to \$145. The B. F. Goodrich Company, Akron, Ohio.

FREE IDEAS FOR CHRISTMAS GIVING
New B. F. Goodrich gift catalogue makes shopping easy. Get your free copy at your B. F. Goodrich dealer's or write to B. F. Goodrich, Akron, Ohio.



Stepping out?

Don't take along acid indigestion

Take TUMS

Any time late hours and over-indulgence bring on a spell of acid indigestion, try Tums for sweet relief. Taken like candy mints, Tums neutralize excess acid and settle upset stomach almost instantly. You feel better fast! No baking soda (bicarbonate) in Tums. No danger of overalkalizing; no acid rebound. Take Tums!

Night and day, at home or away, always carry TUMS FOR THE TUMMY!

To feel better, try one or two TUMS after breakfast.

QUICK RELIEF FOR ACID INDIGESTION

(N) TUMS are antacid, not a laxative. For a laxative, use mild, dependable, all-vegetable NE Tablets (Nature's Remedy). Get a 25-cent box today.

LETTERS TO THE EDITORS

LADY GODIVA

Sirs:

I really can't for the life of me see why you print such articles as the one about Lady Godiva (LIFE, Nov. 15). The pictures are disgusting. Who cares whether she rode sidesaddle or not?

When you print art pictures you manage virtually to ignore those with fully clothed people in them.

The man responsible for these things should be "put away."

RONALD PIATLEK
Detroit, Mich.



ASTRIDE

Sirs:

Your Lady Godiva story stirred up a fine fuss in my home, too, until our Susie was allowed to do her own version of the historic stripper.

JESSE LEVINE
Great Neck, N.Y.

LATE ELECTION RETURNS

Sirs:

Your picture story on the Truman victory (LIFE, Nov. 15) made more sense to me than did your editorial on the same subject. I am rather dismayed by your overindulgence of sour-grape rationalization. It is kind of you to credit Harry Truman as a fighter, but why stop there? In your reference to his campaign techniques and the emotionalism of the American people you underestimate the Democratic record of the past 16 years. Your editorial prints just as many post-election half-truths as were perpetrated by Republican campaigners before election day.

ELLIOT SEIDEN
New York, N.Y.

Sirs:

It was very interesting to note the case of the Wyoming sheepman who, although a Republican, voted Democratic because he was making money. In the following paragraph President Truman was reported to have said he was campaigning against 75¢-a-pound lamb chops.

I have finally found the solution. Pay the sheepman high lamb prices by subsidizing. Let the wage earner have them for 35¢ a pound and make our grandchildren pay the difference.

DON Y. JENSEN
Fort Defiance, Ariz.

CHINA CRISIS

Sirs:

Let me compliment you upon the photo coverage of the fall of Mukden.

CASTLE HOME MOVIES Great Gifts for All Projector Owners!



8MM
16MM

Give "FOOTBALL PARADE OF 1948"

Now you can thrill to the living record of the year's greatest gridiron battles on your own home movie screen. SEE the exciting moments, SEE the spectacular plays that rocked the stands, SEE football history in the making. This is the sports film eagerly awaited by thousands of fans—the perfect Christmas gift! Order yours now!

ALL THESE GAMES IN ONE FILM
NAVY—NOTRE DAME • ARMY—ILLINOIS • STANFORD—U. C. L. A.
YALE—HARVARD • OHIO STATE—PITTSBURGH • BOSTON—N. Y. U.
MINNESOTA—NORTHWESTERN • SOUTHERN METHODIST—TEXAS
(Subject to Change)



Give "SANTA CLAUS PUNCH AND JUDY"

That ageless, delightful pantomime! Millions have loved it! Here are Mr. Punch, his wife, Judy, the Skunk, the big-mouthed crocodile—all the wonderful characters—all the never-to-be-forgotten fun and excitement PLUS lovable old Santa Claus himself! A Castle Films' movie for young and old...a Christmas must!

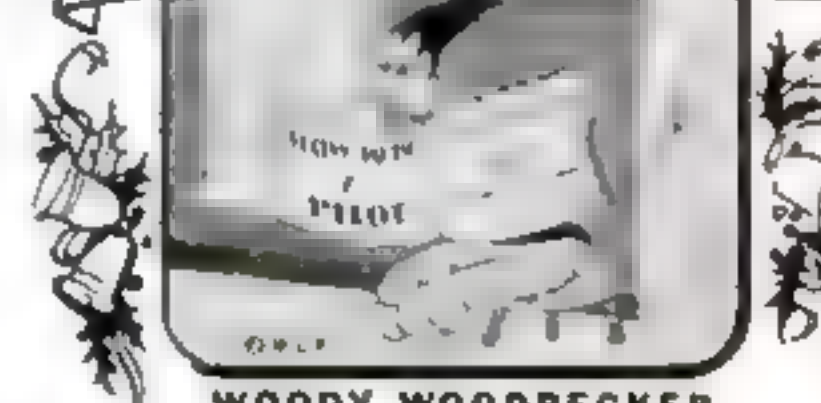
AND HERE'S ANOTHER GREAT YULETIDE HOME MOVIE!

"THE NIGHT BEFORE CHRISTMAS"

"Twas the night before Christmas, and all through the house." Who doesn't know and love this famous poem? Now it comes to life in a splendidly produced Castle Films' home movie.



A FUN-FILLED CARTOON! A FAST ACTION WESTERN!



WOODY WOODPECKER
in "ACE IN THE HOLE"
by Walter Lantz—You'll howl at Woody as a jet-propelled ace!



"LAWLESS FRONTIER"
with JOHNNY MACK BROWN
Action! Excitement! A blazing drama of the old West!

CASTLE FILMS

DIVISION OF UNITED WORLD FILMS INC.

445 PARK AVENUE NEW YORK 22 FIELD BLDG. CHICAGO 5 BUSH BLDG. SAN FRANCISCO 4

See your Photo Dealer or send him this handy order form TODAY!

FREE

IN ALL PROJECTOR OWNERS!

New 1948 De Luxe Castle Films' Catalogue describing a great variety of home movies.

Send Castle Films indicated in the size and length checked.	8 mm.		16 mm.		L-2
	50 Feet \$175	Complete \$550	100 Feet \$275	Complete \$875	
Football Parade of 1948					
Santa Claus' Punch and Judy					
The Night Before Christmas					
Ace in the Hole					
Lawless Frontier					

Name _____

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Remittance Enclosed ☐ Send me Castle Films' FREE De Luxe Catalog ☐

WONDERING

What to give a Camera User?



*Give the Meter
with a MEMORY*



The New



EXPOSURE METER

What a thrill to get a PR-1 on Christmas morning! For it's a really complete meter . . . for reflected or incident readings, movies or stills, color or black and white. No accessories to buy . . . no need for separate movie or still meters. They're all here in one! And it's so easy to use! Type PR-1 . . . the meter that remembers the light it sees. Now! . . . complete with incident-light attachment . . . \$32.50*, tax incl.

Two other Prized Gifts



New G-E T-48 Internal Timer. A great darkroom help. Ticks off seconds—helpful in dodging. Turns off printer or enlarger automatically. Range 0 to 120 seconds. An unusual value. \$13.95*

General Electric's Famous DW-58 Meter. Today's fastest seller in exposure meters. Sturdy. Accurate. Dependable. And three meters in one! With new non-slip case, only \$19.95*, tax incl.

See your photographic dealer for "the choice of experts." General Electric, Schenectady 5, N. Y.

*Fair Trade price.

GENERAL ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

(LIFE, Nov. 8). Jack Burns has managed to capture in his photographs the bleakness of a North China winter, and Roy Rowan's vivid account of the exodus is an example of fine news writing. But your statement, "At the worst, it could be the beginning of the end of Chiang Kai-shek's China," forces me to disagree with you. From what I have seen, the end of Chiang Kai-shek's China would be the best thing that could happen to that beleaguered nation.

(This is the time for me to state that I am not a Communist. I realize that in a Communist state I could not disagree with you and maintain my personal liberty.)

The detachment of Marines to which I was assigned for occupation duty went ashore at Tsingtao prepared for trouble. It found itself welcomed in the Chinese version of a Fifth Avenue hero's homecoming. But the genuine friendship for America and Americans which existed at that time (the autumn of 1945) went into decline as inflation began. It died soon after the natives witnessed the roistering of the American troops. A sample incident occurred one night when a drunken U.S. sailor hit the wife of a Chinese general in the abdomen with a cognac bottle. The fact that she was obviously pregnant at the time disturbed the jolly tar not at all.

Other incidents culminated in the mysterious murder of a Fourth Marine sentry one night and the chalking upon sidewalks of such legends as "Go

CONTINUED ON PAGE 18

Please send me

LIFE

for one year at \$6.00

Name _____

Address _____

City _____ Zone _____ State _____

I enclose _____

☐ Please bill me

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Gift Rates are now in effect:**

ONE SUBSCRIPTION
(new or renewal, your own or a gift) **\$6.00**
SECOND SUBSCRIPTION
on the same order **\$5.00**
EACH ADDITIONAL **\$4.00**

To order gifts of LIFE at these special rates use the gift order card which has been bound into this issue at page 167.

Mail to LIFE, 540 N. Michigan Ave., Chicago 11, Illinois, or give to your newsdealer. L-12-6

So simple...
So smart...
So right...



WITH
Kraft

FRENCH DRESSING

Perfect choice for any occasion is the "tossed" salad—but the dressing *must* be right. Get Kraft French! Delightfully seasoned, Kitchen-Fresh, and made with really fine ingredients . . .

It's America's Favorite

NOTE: Kraft has another brand, *Miracle French*, for those who like just a tantalizing touch of onion and garlic.

Flexible Flyer

Just What
He Wanted!



Your boy or girl will be delighted to find a Flexible Flyer under the Christmas Tree! Perhaps you gave your youngster a Flexible Flyer when he—or she—was smaller. A new one, just the right size, will be doubly appreciated *this* Christmas. Super-steering and Airline Runners make Flexible Flyer the fastest, safest sled on the hill. A mze for every age . . . send for folder in full color.

For skiers! *Flexible Flyer Splitkin Laminated Skis*—the better skis for better skiing.

S. L. ALLEN & CO., Inc.
489 Glenwood Ave., Phila. 40, Pa.

"Dentists say the IPANA way works!"

Model Mother Connie Dickman shows how it can work for you, too



Refereeing a family romp, Connie Dickman displays the sparkling smile that won her fame as a Powers model. Her husband, former big-league pitcher Emerson Dickman, and two husky sons are also bright examples of the right dental care!

Of course, this West Englewood, N. J. family follows the Ipana way to healthier gums and brighter teeth. "Because," Mrs. Dickman explains, "dentists say it works!" Here's how their professionally approved Ipana dental care can work for you, too...

YES, 8 OUT OF 10 DENTISTS* SAY:

Ipana dental care promotes

Healthier gums, brighter teeth



Connie demonstrates the Ipana way that dentists say *works*—as Dickie and Bobby prepare to follow suit. It's fun to do—and easy as 1, 2:

1. Between regular visits to your dentist, brush all tooth surfaces with Ipana Tooth Paste at least twice a day.
2. Then massage gums the way your dentist advises—to stimulate gum circulation. (Ipana's unique formula actually helps stimulate your gums—you can feel the invigorating tingle!)

Just do this regularly for healthier gums, brighter teeth—an Ipana smile. Ipana's extra-refreshing flavor leaves your mouth fresher, your breath cleaner, too. Ask your dentist about Ipana and massage. See what it can do for you!

P.S. For correct brushing, use the DOUBLE DUTY Tooth Brush with the twist in the handle. 1000 dentists helped design it!

*Latest national poll

Art-carved
DIAMOND AND WEDDING RINGS
NEW YORK • LONDON • AMSTERDAM • ANTWERP



OWN BY
NATIVE GARNISH

Want a guide to diamond value?

Choose by name and be sure.

Genuine *Art-carved* diamond rings are
made by America's oldest and largest
ring-maker. He brings you

fine diamonds... never before worn... cuts them and sets them

in original hand-carved rings. The savings from this world-wide

operation are yours in prices from \$75 to \$5000. Ask your jeweler to show

you the name *Art-carved*® in the ring, on the tag. Wedding rings from \$8.



ART-CARVED SET, on outstanding value in
yellow gold. Engagement ring, \$200.
Wedding ring, \$57.50. Groom's ring,
\$162.50.



FREE "How to Select Your Diamond Ring,"
a new, illustrated booklet that will help
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to J. B. Wood & Sons, Inc., Dept. L-12,
216 E. 45th St., New York 17, N. Y.

Rings colored to show details

Trade Mark Reg.

Beloved by brides for almost a hundred years
(1850-1948)

LETTERS TO THE EDITORS

CONTINUED

home, Americans—we don't want you! The Chinese word for friend, *pungyo*, was used rarely in speaking of Americans.

But not all the Chinese disliked the U. S. The ones who loved us were men like Ma Yung Li of Tientsin, who was a bandit chief strong enough to take over when the Japanese were finished. Others who loved us were men like the merchants who could look on disinterestedly while a Chinese orphan died of starvation in the gutter of Chung Shan Road and who offered aid only when two marines forced them to take the boy in for his last night on earth.

The man who loved us most and still mouths the words of a lover was Chuang Kai-shek. Why should he? Were we pouring dollars into his bottomless pocket, making the Yellow Sea green with the color of our taxpayers' money? Were we ferrying his men by plane and LST to the north to fight against their brothers? Sure he loved us, and he shed a tear for the marines who sickened with cholera and "Asian flu."

I used to visit shopkeepers and ask them what they thought of Chuang. Their reticence was most revealing. I dined at the home of a wealthy Chinese in Peking and asked him what he thought of Chuang. He smiled at my crude Western manners and changed the subject.

We must not send more military supplies to Chuang. Let the turmoil wear itself out. If we help at all it should be in the form of food shipments distributed impartially and to those regions which need it most.

LEON GOTTLIEB

New York, N. Y.

● In LIFE's opinion the important thing for Americans to consider now is not the merits of the Generalissimo, or the behavior of Americans in China or the feeling of Chinese toward Americans or Chinese regard for Chinese life. It is that a Soviet China and a Soviet Asia would constitute an immense threat to U. S. security.—ED

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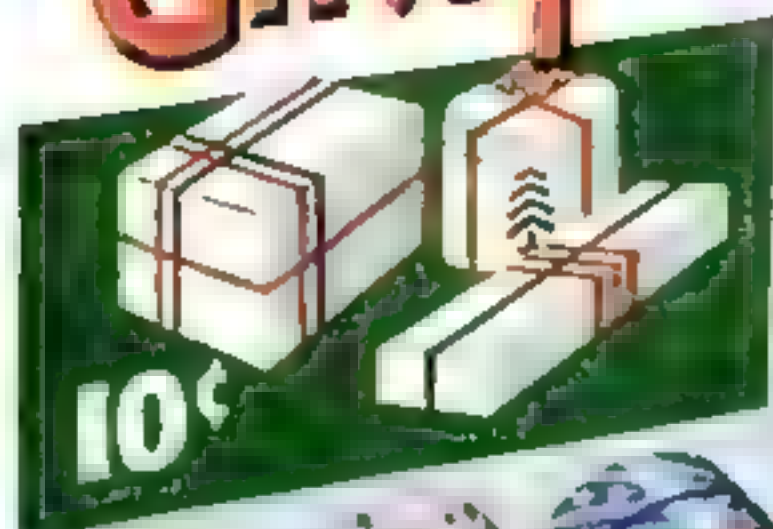


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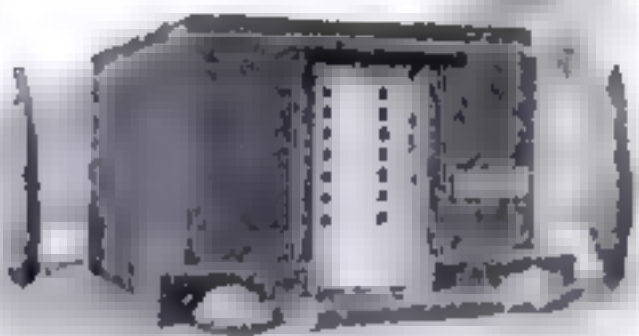
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Younger—Helps Prevent Chapping



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Rinse with warm water—then cold. Skin
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SPEAKING OF PICTURES...

What is male sex appeal? No poll, even if it existed, could give a reliable answer to so nebulous a question, but the nine young men grouped by LIFE Photographer Loomis Dean in the picture above all have it. Their total salaries at present probably barely equal that of Clark Gable. Nevertheless the smart businessmen who manage Hollywood's studios are

counting on these young actors and others like them, e.g. Montgomery Clift (*cart*), to bring back into the theaters the great masses of eager, admiring females who made fortunes for Valentino, Gable, Cooper and Boyer and their employers.

This latest group of Hollywood hopefuls is marked by unusual seriousness. Every one of them has stud-

ied hard at his profession. Some of them have had considerable stage experience and at least two of them are really good actors.

Among them they represent all the different kinds of masculine charm which Hollywood has found to have a mass appeal. Louis Jourdan (*The Paradine Case*) and Ricardo Montalban (*Fiesta*) are two var-



... HERE IS HOLLYWOOD'S 1948 IDEA OF MALE SEX APPEAL

ations—the poetically reserved and the flamboyantly expansive—of the eternal movie type of the Latin lover. Richard Widmark, really an actor of great range, has been typed as a sneering menace ever since he giggled and pushed an old lady in a wheelchair downstairs to her death in *Kiss of Death*. Christian Kellen and Gar Moore (who have not ap-

peared in American films yet but who made great impressions in the Swedish *Torment* and the Italian *To Live in Peace*, respectively) are of the brooding, artistic, unpredictable type. Richard Basehart (whose performance makes a superior movie of the forthcoming melodrama *He Walked by Night*) appeals to women who admire strength and maturi-

ty. Farley Granger (one of the neurotic assassins in *Rope*) is youthful, appealing, obviously looking for motherly affection. As for John Lund (*A Foreign Affair*) and Peter Lawford (*On an Island with You*), a pair of handsome extroverts, their appeal to both bobbysovers and grandmothers is proved by their salary figures, which stand up at the top of this group.

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with Nat Holman

Basketball's greatest player-coach



I keep my hair in winning form with the **Vitalis** "60-Second Workout!" It's part of my daily practice to take...



"50 seconds to massage." Feel that invigorating tingle! Vitalis' special formula stimulates, refreshes your scalp as no non-alcoholic dressing does. And massaging with Vitalis routs loose dandruff, helps check excessive falling hair.

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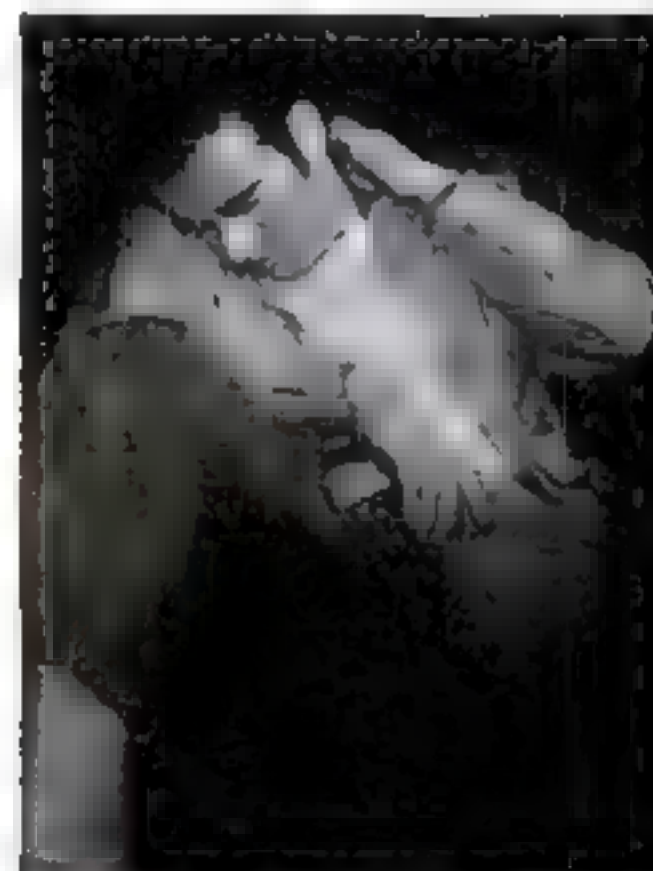
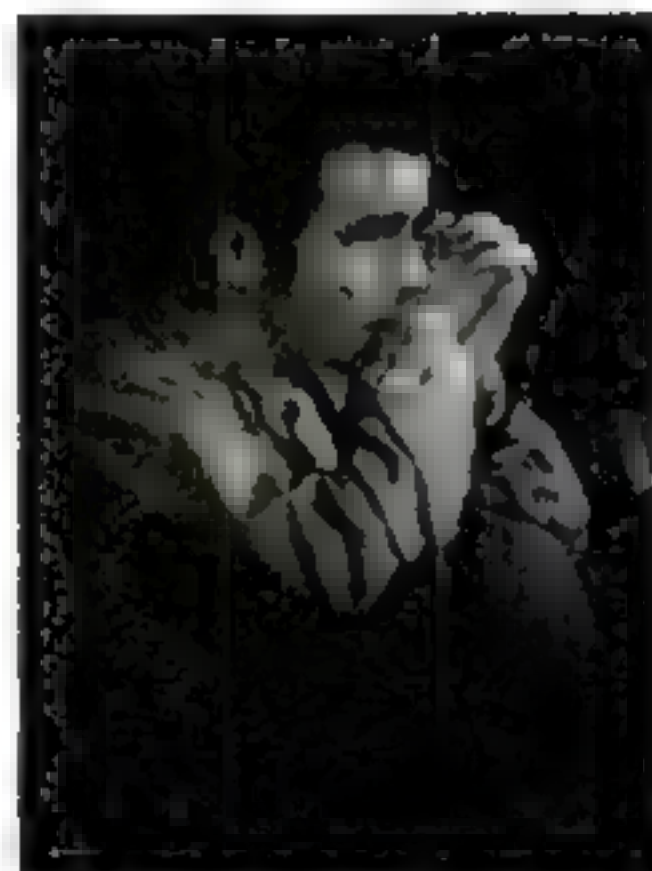
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CLIFT SEES SELF

Montgomery Clift, who rose to stardom with *The Search* and *Red River*, shares with his colleagues on the previous pages an intent concern for his craft. Photographer J. R. Eyerman set up infrared lighting equipment to catch Clift's face in the dark as he looked at sequences from his new picture *The Heiress*; the result (*below*) gives a good impression of the easy and expressive charm that has made him popular.



CLIFT WATCHES intently as he is shown playing a dashing and conscienceless fortune hunter making love to an heiress (played by Olivia de Havilland).



AS MOVIE PROCEEDS Clift registers mild interest, frank amusement, concern and finally uncertainty while he watches first rough version of the picture.



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—and to receive the deluge of compliments that follows! Two delectables for extra-special gifts. 'Belle' on the left, with molding Empire lines, lavishly banded and beruffled with lovely lace. 'Beau' on the right, the slip of her dreams from its lace-laden top to its petticoat ruffle. Both of Bar M's lustrous rayon crepe—white, pink, blue or black—in a choice of average or tall lengths to make sure it will be fashion-long for her. And just think you can order them by mail! \$7.

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see your nearest dealer's advertisement of these Corsette Gift-Boxed Slips in your local newspaper, Sunday, December 5th, and address coupon to that store

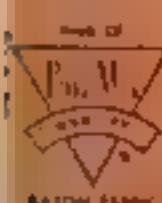
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LIFE'S REPORTS



IN MAKESHIFT LOBBY of the once splendid Strand Hotel, travelers get rooms from Manager Pete Aratoon. At dawn they will be on their way again.

STRAND HOTEL

New hopes and lost illusions of a crumbling empire meet briefly in the ruins of Rangoon

by ROY ROWAN

Winging in on the winds of the monsoon like huge gulls, two BOAC flying boats dipped through Rangoon's murky overcast and let down lightly on the Pegu River. Flight 701, London-bound plane from Australia, Singapore and Bangkok, taxied to the marine base jetty. Close behind followed Flight 700 from London, headed in the opposite direction. An hour later the rumpled passengers, carrying morning papers from Karachi or Singapore and small overnight bags, streamed into the brightly lighted lobby of the Strand Hotel. Perspiring Burmese porters sprang to attention. The dozen new overhead fans commenced to whirl as the hotel, deserted since the early morning passenger exodus, suddenly came to life.

Before the war the Strand offered the luxuriant, leisurely atmosphere of any first-class Far Eastern hotel. A 10-piece Filipino band played nightly in the spacious teak-paneled ballroom. Planters in starched linen suits, red-faced British colonels and wealthy white-turbaned Indian merchants lingered over pink gins and rattled dicecups in the bar.

Now it stood a bomb-shattered wreck, with gaping holes blasted in its walls, broken beams dangling over crumbled plaster and debris heaped in the old lobby. Only the rear annex had been patched, plastered and painted to accommodate transient BOAC passengers during a one-night layover in Rangoon. This restored section served as an east-west clearing house for a new breed of travelers, as obviously postwar as the hotel itself.

They came at dusk and left at dawn—a two-way migration of earnest Britishers journeying to new jobs and new lives. One group, exhausted from terror and turmoil in the Far East, sought the plain comforts of home in England. The other group, fed up with England's restrictions, regulations and rationing, was striking out for the same Far Eastern outposts in a shrinking empire. There were men and women, young and old. Some were going to definite jobs and homes; others, flying blind, hoped to find work and a place to live. Here for a single evening in Burma's war-ravaged capital, they were thrown together to dine, drink and talk. At dawn they would wing out on their opposite ways.

The Strand's freshly painted lobby served as combination bar, lounge and dining room. The passengers huddled in small groups around low, polished teak cocktail tables. Barefoot Indian waiters, resplendent in black fezzes and gleaming white *achkans*, long coats with broad green cummerbunds drawn tightly around their waists, padded noiselessly through the crowd taking orders and serving drinks. The passengers

CONTINUED ON NEXT PAGE

Holiday Gift of Good Health



VELVETEEN GAYTEES for women and girls. Fur trim around tops, Kwik slide fastener. Black or brown.

SNOWSTER GAYTEES for women and girls. Velveteen, warm wool fleece lining. Kwik slide fastener.



AND FOR HIM: U. S. ROYAL SPORTING BOOTS. "Flyweight"—cleated sole, shockproof insole, adjustable crotch for shorter legs.



Children's "ST. NICK BOOTS," red leg, black trim, fleece lined.



U.S. *Gaytees*
Fashion Over-the-Shoe

UNITED STATES RUBBER COMPANY
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I Wear False Teeth

yet my mouth feels
fresh, clean and cool

No "DENTURE BREATH" for me*



"I soak my plates in Polident every day... to avoid Denture Breath. It's such a blessing to know that they are odor-free."

Mrs. J. R. S., Midland, Ark.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?

Amazing New Cream Holds Tighter, Longer
than anything you've ever tried
or double your money back

POLI-GRIP
Made and Guaranteed by
POLIDENT



YEARS OF WAR left the hotel in ruins. Only 45 rooms were restored.

LIFE'S REPORTS CONTINUED

carefully tore perforated stubs from their BOAC chitbooks, to pay for the drinks.

A blunt rawboned man in shorts and heavy horn-rimmed glasses listened intently to a young scrubbed-looking 20-year-old redhead. "I hope there's good riding in Malaya," remarked the boy. "I like to ride."

"Where will you be?" asked the man.

"Johore, about 35 miles north of Singapore. I'm going out to become a planter," replied the young redhead. The man carefully wiped the moisture from his beer glass as the boy continued, "I finished 15 months as a constable in the Palestine police. It was fun while it lasted, but prospects didn't look very bright at home."

The man put down his glass. "I don't think you'll be able to ride," he said. "My patients in Teluk Anson in Perak couldn't walk to the clinics on account of road blocks. I had a contract practice with several plantations. Carried a gun during the day and slept with it at night. It's worse in Johore."

The passengers shifted to dinner tables as waiters filed in, balancing heaped trayloads of buffet supper on their shoulders. A bat swooped wildly around the high-ceilinged hall. "I think this heat has helped my rheumatism," remarked an old man, wiggling his shriveled fingers at the lady beside him. "You know, I'm from Epping, Winston Churchill's old district, but I'm going to Auckland to retire."

The redheaded ex-Palestine policeman ran through a pile of prewar records stacked next to the dilapidated Victrola. Scratchy strains of "Oh Daddy, I want a diamond ring" drifted over to the diners.

A burly young sanitary engineer from Shanghai listened apprehensively to an irate automotive engineer who'd quit Henly's in England to head for Australia with his wife. "Restrictions, regulations and the semidictatorial attitude of the government—I'm totally fed up with it. Too damn glad to get away. Haven't even got a house in Perth, not to



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CONTINUED ON PAGE 31

Siminy Christmas! What a gift!

THE GENERAL ELECTRIC SPACE MAKER REFRIGERATOR



Model NF-8 illustrated. Features include butter conditioner, extra-deep meat drawer and two vegetable drawers, large freezer compartment, utility basket.

SOME MEN may think a refrigerator is a prosaic and unsentimental gift for a wife to get at Christmas time.

But don't you believe it! You haven't seen how a woman's eyes light up the first time she sees a General Electric Space Maker actually in place in her own kitchen!

You haven't seen her gloat over the amazing amount of room inside . . . over all the many conveniences and advantages of this really great refrigerator!

And when you give a General Electric Space Maker, you can count on your wife's thankfulness for choosing a refrigerator she

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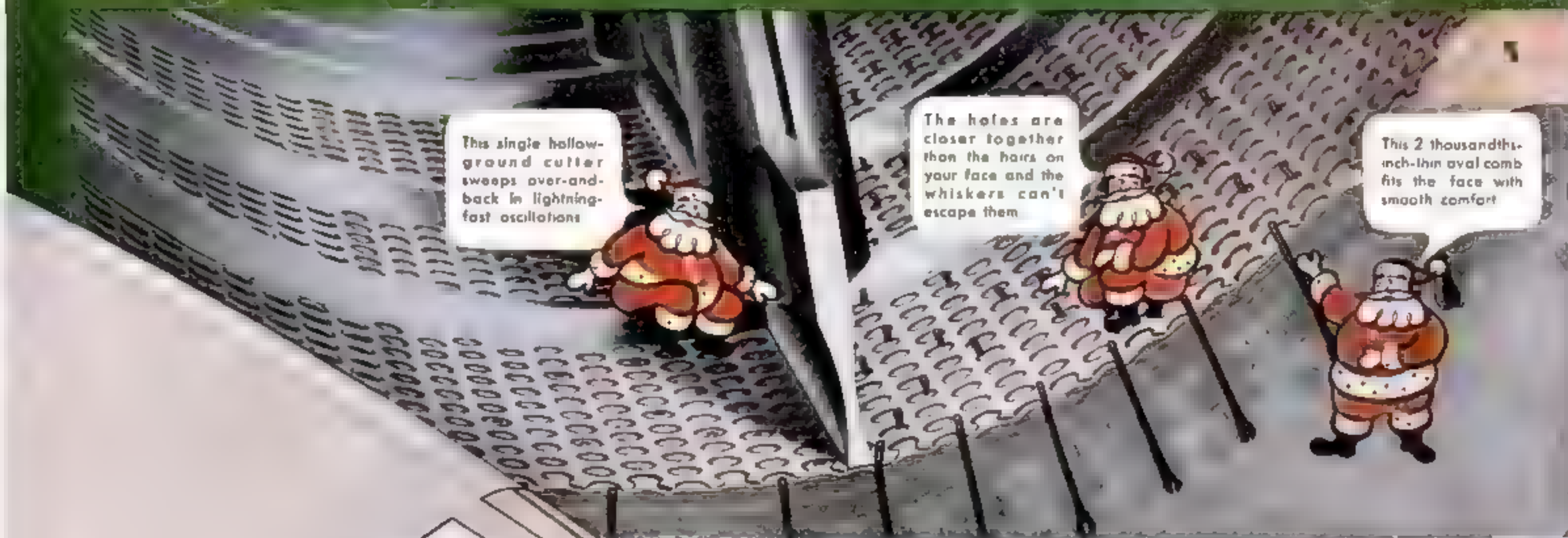
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ONLY AFTER YOU'VE ACTUALLY USED the New Sunbeam Shavemaster will you appreciate why thousands of men who were formerly skeptical of electric shavers are

changing to Shavemaster every day. They not only *like* Shavemaster—they are the most enthusiastic body of boosters any product ever had.

That's because Sunbeam Shavemaster has *one* head—one lightning-fast cutter. The larger, single head has a greater continuous-shaving-surface for faster whisker pick-up. No beard too tough—no skin too tender. Inside this 2-thousandths-inch-thin screened head a single hollow-ground cutter with double shaving edges shaves close as a straight-edge, and faster. This exclusive shaving principle is completely different from all others. It's patented.

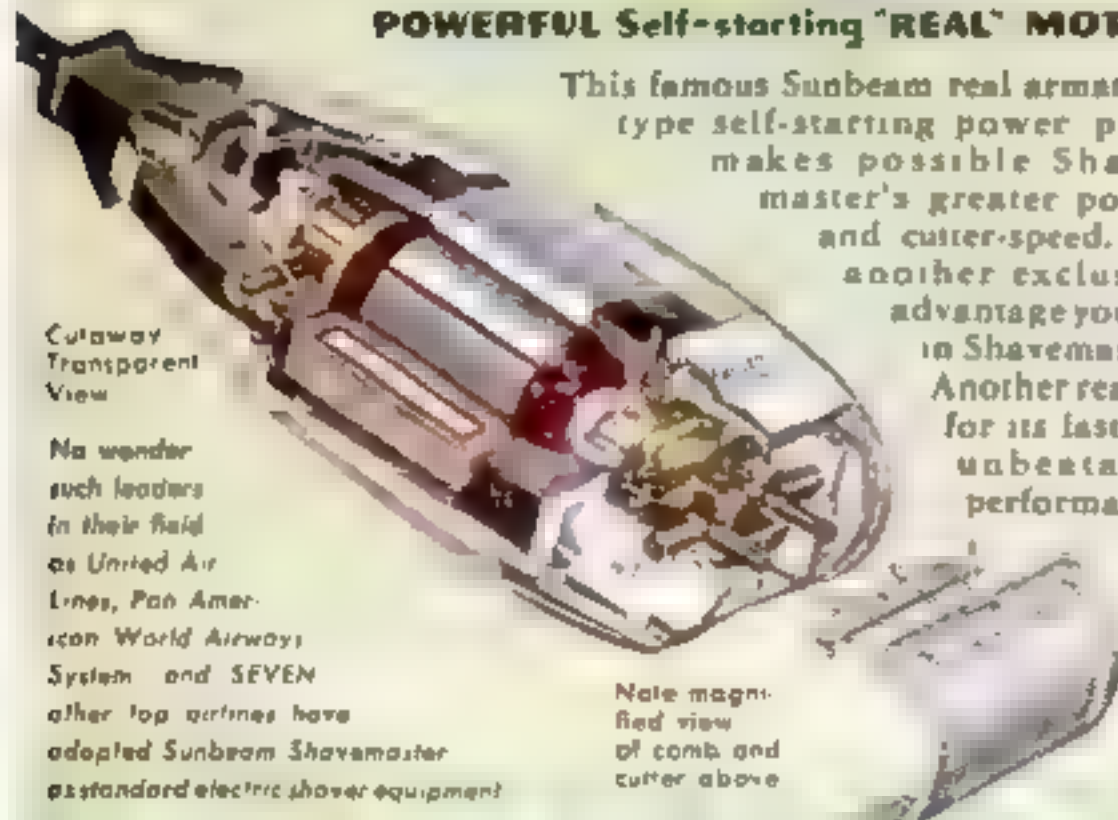
Whether you're a soap-and-blade veteran, or have used other electric shavers, Sunbeam Shavemaster can give your face a new lease on life. See Sunbeam Shavemaster at your dealer's.

For him...
only the
finest!



POWERFUL Self-starting "REAL" MOTOR

This famous Sunbeam real armature-type self-starting power plant makes possible Shavemaster's greater power and cutter-speed. It's another exclusive advantage you get in Shavemaster. Another reason for its lasting, unbeatable performance.



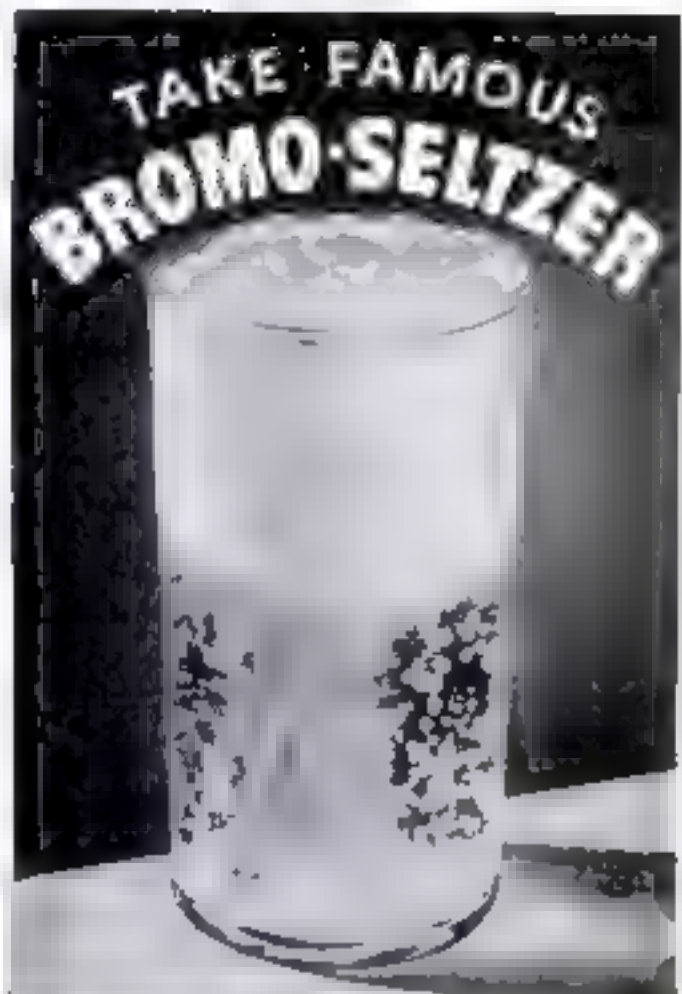
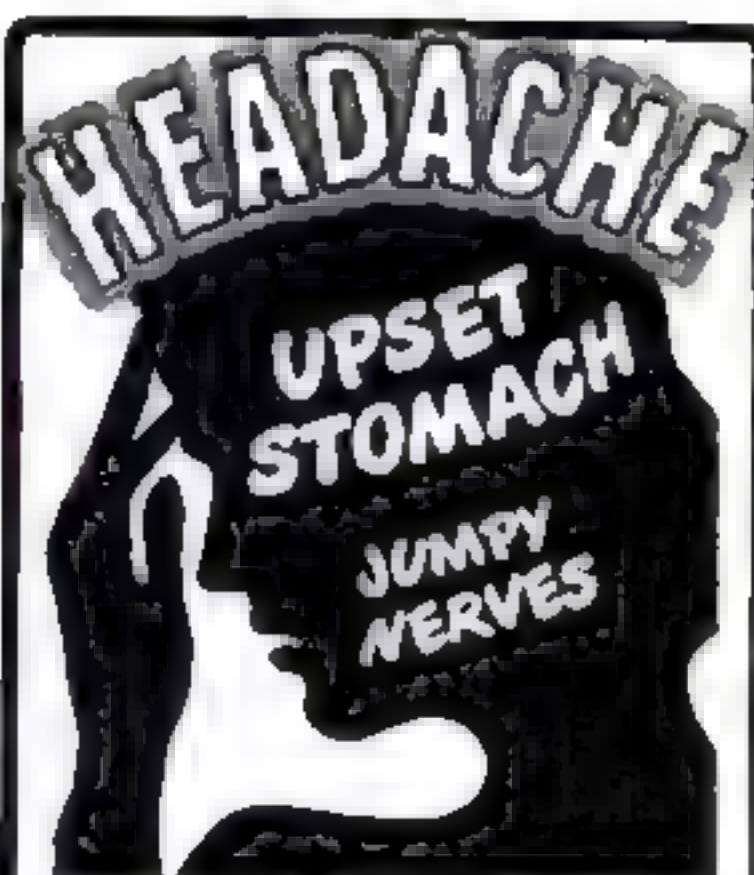
Cutaway
Transparent
View

No wonder such leaders in their field as United Air Lines, Pan American World Airways System and SEVEN other top airlines have adopted Sunbeam Shavemaster as standard electric shaver equipment

Note magnified view of comb and cutter above

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ASK THE MAN WHO HAS TRIED THEM ALL!



Three-way distress calls for three-way relief. So when headache, upset stomach and jumpy nerves all hit at once, take Bromo-Seltzer. It fights ordinary headaches three ways:

1. Relieves pain of headache
 2. Relieves discomfort of upset stomach
 3. Quiets jumpy nerves
- all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action...ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For **FAST** headache help
BROMO-SELTZER
A PRODUCT OF EMERSON DRUG COMPANY SINCE 1867



BURMESE PORTERS wait at the shell-pocked main entrance of hotel for the nightly plane-loads of guests.

LIFE'S REPORTS CONTINUED

mention a job. We're flying because they told us it would take 18 months to get a ship."

The engineer from Shanghai laughed. "You may be right about England," he said, "but I've just spent two years with the Shanghai Waterworks, and I'm going home to look around. They paid us in local currency. Living was good, but I couldn't save. Why work in China if you can't put something away to go home on?"

A tall sinewy man eating silently at the same table suddenly interrupted. "Bloody well right. I've spent 10 years with the Chinese Maritime Customs, patrolling off Hong Kong, four years a guest of the Japs at Stanley Prison. Looks like war to me. I want to be home when it comes this time."

Chairs rumbled loudly against the hardwood floor as the passengers moved back to the lounge side of the lobby for nightcaps. A faint breeze wafting down from the whirling fans held back the oppressive heat. At one table a young man with a fine blond moustache and wearing a blue blazer with Somerset Light Infantry Regiment buttons listened politely to two ladies locked in conversation about Australia. One was old and jolly with bushy gray hair. "I'm leaving four grandchildren behind in England," she said, "but there'll be two more waiting in Melbourne I've never seen. Just loved England before the war. Now everything's so hard to get. Why, it's 33 shillings for a bottle of gin."

The other woman was young with neatly waved hair drawn up tightly on her small head. "It wasn't the gin that worried me," she said smiling. "Since serving in the WAFS, I've been a costing clerk at Warner's Engineering Co. in Guildford. In England I could work at the same salary for the rest of my life without

HOW HAPPY I could make you



if you nourished
EVERY INCH of me
...with Gaines!

The merry gleam in his eye—the play in his paws—the wag in his tail... how much more fun to own a dog when you give him expert care, and nourish **EVERY INCH** of him! Give him **GAINES!** Gaines supplies every type of nourishment dogs are known to need.

THIS MUCH NOURISHMENT in each pound of Gaines!

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| For sleek appearance and glossy coat—the fats that would be provided by 1½ oz. butter | Plus ALL THE VITAMINS AND MINERALS dogs are known to need... in more than required quantities |

GAINES DOES MORE than any other type of dog food!

GAINES



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CONTINUED ON NEXT PAGE

This Xmas the Ansco Panda



with these expensive camera features—only \$4²⁵ (plus tax)

WHAT A PRESENT this makes! The magic Ansco Panda Camera that weighs less than an alarm clock, and takes wonderful, big pictures.

Some people claim that the Ansco Panda is the simplest camera to operate

1. Large view finder—modeled after expensive cameras. You see what your picture will look like, before you take it. Don't even have to lift the camera to your eye.

that has ever been made. And yet (and the kids love this part) no other camera at this price has all these features.

Look them over below. You get them all in the Ansco Panda Camera for only \$4.25 (plus tax).

2. Load it in 60 seconds—it's easy to open. Easy to use too. No trouble with gears and gadgets. Takes 12 pictures on a roll of 620-size film.



3. Takes big pictures—just this size. That means no more squinting to see what you've taken. Your pictures will be big, and clear, and exciting.

4. Special, factory-focused lens does the thinking for you. Load it with Ansco Film, aim, click, and you've got a picture. Nothing to guess at. Gets everything from 6 feet to infinity.

All this, and beauty, too. For the Ansco Panda Camera is made of rich, shiny-black polystyrene with ivory trim. There's a braided cord for carrying the camera

around your neck. And for very little extra, an attractive Eveready Carrying Case. At all dealers'. Ansco, Binghamton, New York.

GIVE THE
Ansco Panda Camera
FOR CHRISTMAS

A Division of General Aniline & Film Corporation

LIFE'S REPORTS CONTINUED

having anything I really wanted. There seems so little opportunity for initiative or branching out in a small way any more. The government is gradually clipping our wings. I sold out. Got a fine price for my house in Woking, and I'll gain by the exchange rate in Australia."

The young man in the blue blazer eyed the women skeptically. "I hope you strike it better than I did," he said. "Two years ago I felt the same way. Resigned my commission in the regiment, cashed my securities and packed off to buy a cattle ranch near Windham in western Australia. The place was a hundred miles from the nearest post office. Too lonely for me. I packed up."

The babble of conversation gradually subsided as the passengers sauntered off to bed. The Indian waiters, their white coats sweated through, remained clearing off the empty brown beer bottles and rearranging the cane chairs.

Manager Pete Aratoon surveyed his empty lobby appraisingly. It was the end of another act in a continuous play. "They're either sick with nostalgia and hunting the past, or fired with hope, chasing after a fresh start," he muttered. "I miss the old carefree rattle of the dice-cups."

"Last night I drove a prosperous British gentleman to the Shwe Dagon Pagoda. He managed a large machinery company in Birmingham and owned a yacht. It seemed he had everything a man could want, but he was selling out to live in Australia. Claimed everyone in England demanded service and nobody wanted to work. What difference did it make to him!

"The night before it was a little man from Shanghai. In three years he was due for a pension from the British American Tobacco Company, but he quit. 'The next three years are worth more than any bloody pension,' he said. 'I'm willing to work when I get home.'"

Pete motioned to a chair. "Sit down and have a beer," he offered, "and I'll tell you what the next load will say tomorrow."



FLIGHT 700, outward-bound, taxis out to the take-off on Pegu River.

THE HOLE IN THE HEAD

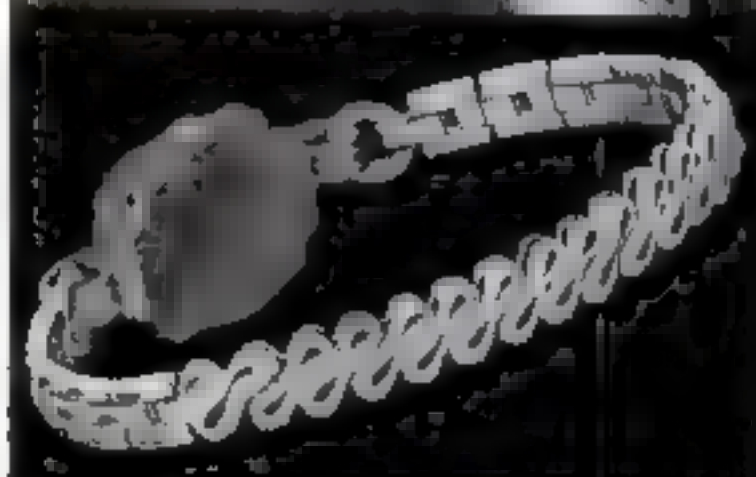
No biting off end
—Draws easily



THE CIGAR THAT BREATHES

10c

Man to man—smoke
ROI-TAN



Restyle your watch with the band America's jewelers recommend. From \$4 to \$13.25. Federal tax included. Available in yellow, pink, or white gold filled.
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Motoring's new celebrity in low-cost mileage!

ALL THE WAY across America from Hollywood to Holvoke, this Studebaker Land Cruiser is effecting savings that heighten the thrill of its styling.

Land Cruiser owners will tell you they're forever looking with wide-eyed wonder at this dream car's gas gauge. They say they never saw an indicator take so long to travel from F to E.

There's actually nothing mysterious about this Land Cruiser's wizardry with gasoline. It excels in low-cost mileage because it's free

from power-wasting weight drag. Those flight-streamed Studebaker contours are unburdened by needless excess bulk.

Stop in, at your first opportunity, for a leisurely check-up of the extra value in this special extra-long-wheelbase Studebaker.

See all the other fabulously fine new Studebakers, too—the far-advanced Champion and Commander sedans, coupes and convertibles.

The low-swung new look that Studebaker originated is the new goal of automobile design today—and it's revolutionizing motoring!

STUDEBAKER

First in style...first in vision...first by far with a postwar car

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couldn't be better looking!

we want to pull some wonderful wool over your eyes... the finest 100% virgin worsted wool, to be exact! We get it from Australia and we only patronize white sheep... we spin it, dye it in colors by the great color genius, Dorothy Liebes, and knit it into luxurious sweaters... for you to give yourself and your best friends. "Undergrad," smart new pullover for a man, has a hand-knit look, 12.95. "Treasure," the girl's job is rich enough to wear with evening skirts 10.95. Men will also appreciate "Chief" 11.95... "Ranger" 10.95... "Letterman" 11.95... girls will adore "Speedstar" 14.95... "Olympianne" 12.95... "Collegianne" 11.95. P. S. See the superb new Jantzen angoras and cashmeres... just waiting to say "merry christmas" for you.



Jantzen
sweaters

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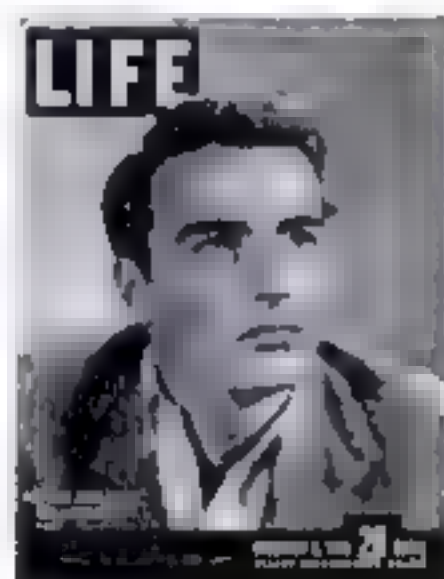
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LIFE'S COVER

Montgomery Clift, 28, heads the list of new male movie discoveries (pp. 22-24). A good man in a hard-fisted role like the tough cowhand in *Red River*, he somehow brings to any part an unaffected and easy-going manner which makes him seem like an average middle-class American. Actually Clift is the son of a New York broker, went to school abroad, has been on the Broadway stage more or less since he was 14. He has arranged his movie contracts to have at least six months of the year free for acting on the stage and is now considering a part in a dramatization of Norman Mailer's *The Naked and the Dead*.

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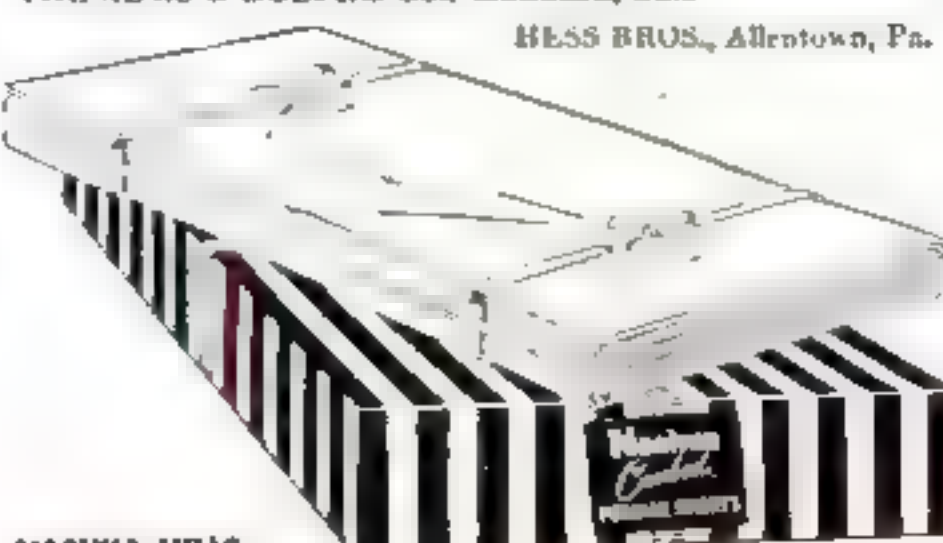


...that's why **Nashua** combs the cotton in its Percale Sheets!

Nashua weaves in luxury-smoothness by "combing" the raw cotton with delicate-toothed machines. This extra process removes the short, fuzzy fibers that often make ordinary percales rough after washing. Only fine, long fibers go into Nashua Combed Percales, so they stay satin-smooth through repeated washings. So light to launder, too! For extra wear, they're specially woven with a tape selvage that helps absorb strains. And they cost surprisingly little!

Among the leading stores featuring Nashua Sheets are:

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THE ALMS & DOEPKE CO., Cincinnati, Ohio
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HESS BROS., Allentown, Pa.



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NASHUA MILLS
DIVISION OF TEXTRON Inc., ALSO MAKES MUSLIN SHEETS • COTTON SHEET BLANKETS
INDIAN HEAD® COTTON • SHOWER CURTAINS • DRAPERY FABRICS • BLANKETS



Buffalo'd Bill

YES, Bill is hornet-mad at Mrs. B.! And why? Because she forgot to look for the "Sanforized" trademark on those pajamas *with her own two eyes!*

Result: Bill is buffaloed by clutching, binding shrinkage. This sad situation is hard to believe to-day, when almost everyone knows that "Sanforized" says: "This garment will NEVER shrink out of fit!"

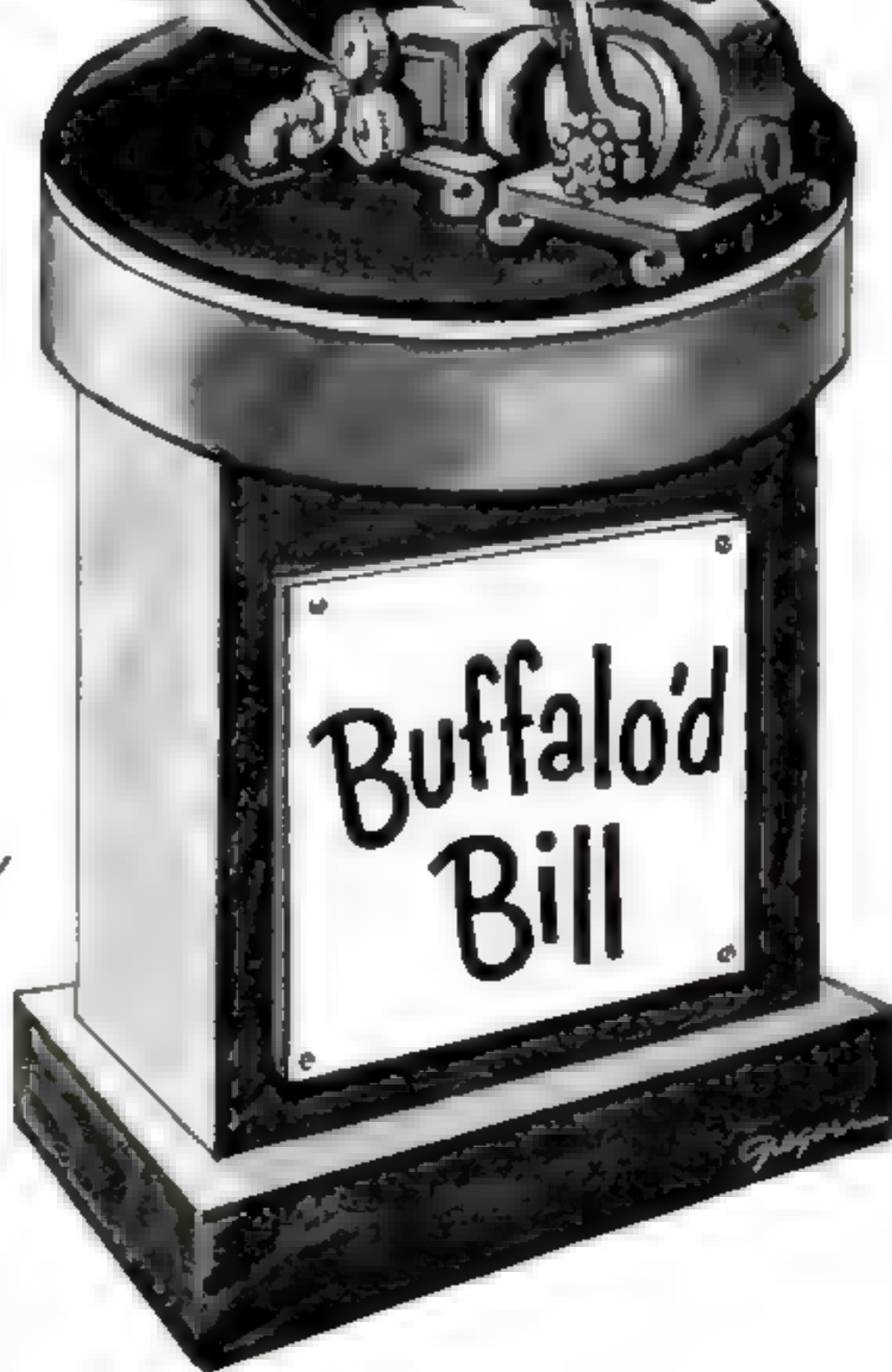
Learn from Bill, kind friend! Insist that the word "Sanforized" be in sight, big as life, on shirts, shorts, pajamas—and on any washables your women folks wear. *Always. Without exception!*

*The comfort never shrinks away from
the garment with 'Sanforized' on the label!*

•SANFORIZED•

TRADE © MARK

Cluett, Peabody & Co., Inc. permits use of its trademark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trademark "Sanforized" will not shrink more than 1% by the Government's standard test.





THE C.I.O.'s JAMES CAREY (RIGHT) PINS AN HONORARY CONVENTION BADGE ON SUPREME COURT JUSTICE DOUGLAS AS WALTER REUTHER LOOKS ON BENIGNLY

LABOR CELEBRATES IT MAKES NEW POLITICAL DEMANDS, GETS TOUGH WITH OWN LEFT WING

The photograph above, made at the C.I.O. convention last week in Portland, Ore. has more angles than a heptagon. Justice Douglas is the man whom many U.S. labor leaders, despairing of winning the last election, tried to make receiver of the Democratic party by nominating him over Harry Truman in Philadelphia. Walter Reuther is the young redhead who was once in trouble in the C.I.O. for being too outspoken against the left-wing and too eager to head a new labor party. Jim Carey was thrown out of his own United Electrical Workers by the Reds, though he remained secretary-treasurer of the C.I.O. Yet here they all were in Port-

land, happy as birds and full of brotherly love and great plans for the future.

It was the election that did it. Before Nov. 2 the C.I.O. had expected its convention to be a wake—by that time it would have lost its friends in Washington and all hope of claiming to be a political power; it would have to plan a grim battle against right-wing public opinion and its own dissenters of the left-wing. But last week all those fears seemed like an old feverish dream, gone with the penicillin. Labor was riding high again. It may not have been solely responsible for the election of Harry Truman but it certainly was a big help, and Harry Tru-

man knew it. Moreover the left-wing had made a terrible mistake in overestimating the popularity of Henry Wallace and was out on a limb ready to be sawed off.

At both the C.I.O. meeting and the A F. of L. convention, held in Cincinnati, labor cuddled up to the Democrats and was cuddled in return (pp. 38, 39). The leaders laid down new political demands and started working toward 1952—when Douglas may well be their candidate. Then the C.I.O. gaily beat a tattoo on the heads of its left-wingers (pp. 42, 43), re-elected good Catholic Phil Murray president and went home feeling just fine.



A.F. OF L.'s WILLIAM GREEN presides at convention. His happy delegates re-elected him president for the 25th time and also raised his salary by \$5,000 to \$25,000 a year.



VICE PRESIDENT-ELECT Barkley tells A.F. of L. convention the Democrats will keep their promises to repeal Taft-Hartley law, raise minimum wage and social security.

A.F. OF L. DECIDES TO STAY IN POLITICS FROM NOW ON

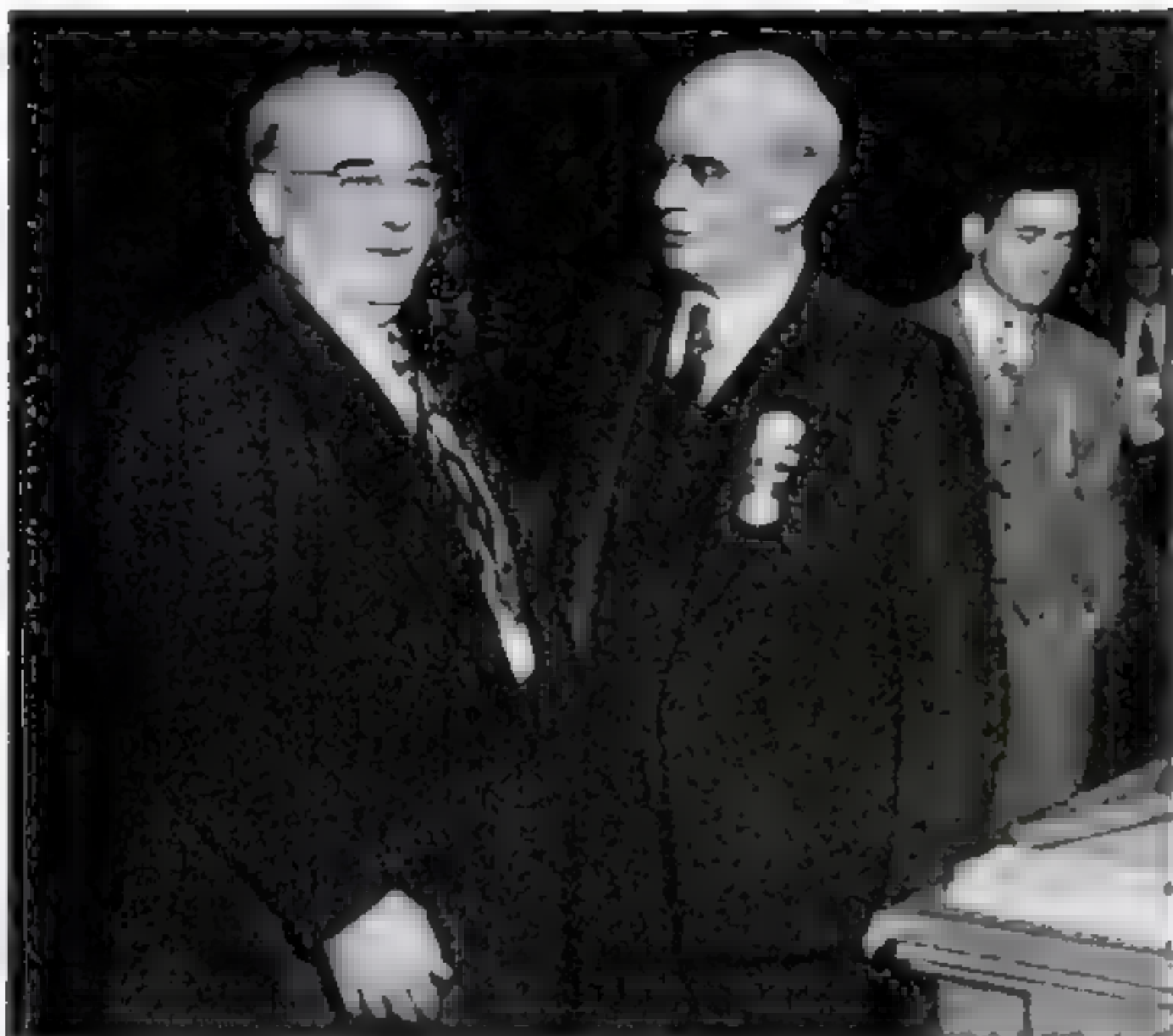
The A.F. of L., which has always been leery of getting involved in politics, conceded at its convention that it was in politics up to its neck. First off, it asked payment for its part in the November election by demanding repeal of the Taft-Hartley Act and restoration of the New Deal Wagner Act. Then it laid down a long list of other things it wanted from government: federal aid to education, a minimum salary of \$3,000 a year for teachers with college degrees, lifting of the arms embargo against Israel, a military alliance against Russia, a ban on trade relations with Russia until the Berlin blockade is ended. Finally it placed its new Labor's League for Political Education, started last year as a counterpart of C.I.O.'s Political Action Committee, on a permanent basis with funds raised by a union tax (*below*). Unless the A.F. of L. has a change of heart, it is now committed to ringing doorbells as well as throwing up picket lines to achieve its goals.



POLITICAL FUND for 1950 is started by the teamsters' president Dan Tobin (*right*) and lieutenant Dave Beck (*left*), who thus got back into good graces after backing the



wrong horse in the election. At right Green waves teamsters' \$62,500 check. By taxing each member 10c, A.F. of L. will raise \$700,000 for a permanent political organization.



HAPPIEST MAN at C.I.O. convention is Jack Kroll (left), shown talking to Murray about the success of his P.A.C. in getting out vote for Truman and prolabor congressmen.

THE EVER POLITICAL C.I.O. SEEKS VOICE IN MANAGEMENT

The C.I.O., which has always been involved in politics, really took the wraps off. It demanded that the Wagner Act, under which it first grew strong, be restored "without amendment." It called on government to make social security a kind of cradle-to-grave protection for all workers—with new guarantees of care to the disabled, a medical program, more unemployment insurance and federal aid for relief cases. It also went back to Walter Reuther's old demand that labor have a voice in management. In Detroit, Henry Ford announced that he expected wages to go up next year but that prices would have to follow suit. In a loudly cheered speech the automobile workers' Emil Mazey replied, "I am sure our bargaining team can show Mr. Ford that he can give a wage increase without raising the price of automobiles. Our experts will be glad to sit down with him and his associates, go over his books and show how this is possible."



SECRETARY OF LABOR Tobin is greeted by C.I.O.'s Allen Haywood, Murray and Reuther. He came out against Taft-Hartley law, said most wages had lagged behind prices.



TRUMAN'S PICTURE is raised to place of honor on speakers' platform just before convention. It was equal to Murray's portrait in size and as prominently displayed.



SOME DELEGATES DOODLED

At meetings the delegates' tables were covered with white butcher paper, which made a fine surface for doodles. The delegate whose work is shown at top caricatured C.I.O. bigwigs. The doodle at center reflects labor's biggest campaign issue. The one at the bottom was made during the hot session on foreign policy during which leftists walked out.

OVATION FOR PHIL MURRAY PROVIDES



IN VICTORY DEMONSTRATION C.I.O. delegates parade past Murray when he is nominated for his ninth term as president. The demonstration was the delegates' big

OUTLET FOR HIGH SPIRITS IN C.I.O.



chance to whoop it up in celebration of their success at the polls Nov. 2. Dancing, waving flags and even the paper tablecloths (above) the delegates kept it up for 39 minutes.



NEARLY ALL SMOKED CIGARS

It was obviously impossible to enjoy the C.I.O. convention without a big cigar. They were chain-smoked until blue-gray clouds hung over every meeting. One check revealed that seven out of 10 delegates were smoking them. Some chomped them during tedious speeches, some (like Van Bittner, bottom) puffed them down to perilously small butts.



CONFERENCE on platform is held by Murray (left) and Reuther. Murray went along with Reuther on his anti Communist program except actually expelling them.

APPLAUSE is managed by Reuther, whose arm is still in sling from assassination attempt, with helping hand of Carey (below). In center is the Amalgamated - Pototsky.



Labor Celebrates CONTINUED



LEFT-WINGER DURKIN HEARS MURRAY SCOLD HIM

MURRAY CRACKS DOWN ON THE COMMUNISTS

Phil Murray, having made the pleasing discovery that U.S. labor can get along better without its Reds than with them, no longer felt constrained to be polite. Urged on by Walter Reuther (left) he suspended the pro-Communist Greater New York C.I.O. Council and gave its Chairman James Durkin such a tongue-lashing that Durkin stared in open-mouthed disbelief (above). He also reshuffled the union's organizing machinery to squeeze out numerous small-fry Communists. Then he asked the convention to approve an anti-Communist program of domestic and foreign policy. Only 40 left-wingers, including the disgruntled group opposite, rose to oppose him.

The only stone Phil Murray left unturned was suspension of some of the big-shot left-wingers, notably the United Electrical Workers' President Albert Fitzgerald (below). But perhaps canny Phil Murray knew something. Toward the end of the convention Fitzgerald rose to announce heatedly, "I don't give a damn about Russia. I think Vishinsky and Molotov are war-mongering. . . ." Possibly Fitzgerald, like some other C.I.O. leaders before him, was undergoing a sincere conversion or at least had discovered the buttered side of his bread.



CONVENTION ENIGMA Albert Fitzgerald (at left) chats with maritime union's Joe Curran, ex left-winger.

STUDY IN DEFEAT: LEFT-WINGER MAURICE TRAVIS (LEFT)
AND HIS FRIENDS OF THE MINE AND SMELTER WORKERS
STAND UP TO BE COUNTED AGAINST THE MARSHALL PLAN





THESE PLODDING CHINESE INFANTRYMEN OF THE NATIONALIST 12ND ARMY, WEIGHED DOWN BY WEAPONS, COOKING POTS AND OTHER GEAR, MOVE EASTWARD FROM



CAMOUFLAGED GENERALS, wearing privates' uniforms and false dog tags to fool the Reds if they are captured, directed the Nationalist 13th Army Group east of Suchow from a command post covered with kaoliang stalks. Group commander, Lieut. General Li Mi (second from left), once fought Japs in Burma under General Stilwell's command.



SUCHOW TO REINFORCE FRONT LINE. IN A PRECEDING ATTACK CHINA'S RED ARMIES HAD ENCIRCLED AND NEARLY DESTROYED A NATIONALIST FORCE OF 100,000 MEN

BATTLE OF SUCHOW

Replacements move up, towns burn
in heaviest fighting of war so far

The mud-walled old city of Suchow (pronounced Shoe Joe), on China's Yellow River plain, was important in peace as a railroad junction. Eleven years ago Japanese armies moving on Nanking, funneled through Suchow. Last week the opposing Chinese armies turned the countryside into a place of dust and fury once more and put Suchow into the headlines. It was the biggest battle so far in China's civil war, and the first pictures of the action appear here. They were obtained by LIFE's photographer-reporter team of Jack Burns and Roy Rowan, who discovered the most surprising fact of the battle: Chiang Kai-shek's troops, who sometimes have surrendered in alarming numbers, at last were fighting hard.

Nanking's admission of its own casualties, 92,000 out of 302,000 sent into combat, left no reason to doubt that there were heavy losses on both sides. Generalissimo Chiang ran the defense of Suchow by telephone from Nanking and after 17 days the Reds drew back. Nobody doubted they would strike again—and from Suchow it seemed they might start a fast end run toward Nanking itself. But the Generalissimo still had armies and he refused to recognize what less tenacious people felt sure was the ripe smell of Communist victory in the December air.



COLD SOLDIERS warm themselves at daybreak, after night long bitter fighting on the perimeter of a village, by

building fire with straw in their shallow foxhole. Artillery piece in the background is an American 105-mm howitzer

CHIANG'S TRAGEDY

He has lost support of his articulate public

Generalissimo Chiang Kai-shek continues to rule Nationalist China only by the sheer force of position and personality. He has survived other crises, and top officials who determine U.S. policy rightly refuse to write off the Generalissimo until he is actually down and out. But he has lost the support of nearly all those Chinese who constitute the visible, audible "public" of China (in the villages and countryside "opinion" always seems fluid and formless to Westerners). In Nanking last week Manfred Gottfried, chief of TIME-LIFE foreign correspondents, wrote this account of Chiang's personal disaster:

Until I came to Nanking I had not realized how completely the Chinese of the cities have lost confidence in Chiang Kai-shek. This is true of all classes. They feel toward him as Americans felt toward Herbert Hoover in 1933. Men close to him are still loyal. But it is a loyalty of the emotions, not of the intellect. Even they show in oblique ways that they feel the time for a change has come. One result is that many Chinese no longer fear the Communists, or at least their fear has been dulled to a point where it no longer acts as a serious check. Only the few who expect to lose their fortunes and maybe their heads cling to Chiang because they fear the Reds.

How did this happen? As I piece it together, it was a tragedy of good intentions. Last August one of the Gimo's advisers sold him the idea of monetary reform. The Gimo called in China's leading financiers and told them happily: "Gentlemen, this is something I have always hoped to do. What do you think of it?" To a man they were appalled, but it was too late to do anything except try to make it work.

No nation can stabilize a depreciating currency until the government balances its budget. There was no slightest hope of that as long as China was up to its ears in civil war. So the Gimo and the Chinese people were doomed in advance to disillusionment. Part of the tragedy was that at first the effort was successful, so that the collapse was all the worse when it came. It hit everyone—the rich, the houseboy who had had a \$10 U.S. bill tucked away in his mattress, the widow who had had a few gold bars set aside for her old age. Now all they had were rapidly depreciating government bills, and the economic disaster came to concern all, rich and destitute alike.

I think all this is the main explanation of Chiang's political bankruptcy. But at least a subsidiary reason is military. Even those who blame the specific mistakes at Mukden on Chiang's generals declare that the Gimo had resisted the advice of all his commanders to evacuate Mukden much earlier and to conserve his military strength for use where it could do some good.

On the climactic morning of the battle for Suchow I called on Generalissimo and Madame Chiang Kai-shek. Their remarks were "off the record." But they confirmed the impression I had received from everyone else in Nanking—that the Generalissimo had an almost fanatical determination to fight it out there. They live in a cold, unheated house (coal is very scarce). The Madame was dressed as humbly as ever, in a padded gown that looked as if it had come from Bergdorf Goodman. Both spoke with good humor, but with a grave intensity. Afterward I understood why so many people in Nanking believed that the Generalissimo was quite prepared to die there. Madame Chiang Kai-shek had not then decided to visit the U.S.; at least she did not speak of it.

Nobody in Nanking, American or Chinese, professed to have seen any indication that the government was preparing to move. In fact one American told me he had positive information that a group in the government had proposed an evacuation plan only two days before and the Generalissimo had flatly refused to consider it.

The Generalissimo's determination probably saved the situation during the early stages of the battle of Suchow (pp. 44, 45). But it also has a peculiarly unrealistic ring. From the long-term standpoint the Generalissimo's will power cannot defeat Communism. China itself has to have determination, and the Generalissimo appears to be oblivious of the fact that much of the people's determination has evaporated.

Despite all this I am not sure that non-Communist China has to be written off as completely as so many Chinese and Americans in Nanking believe. But the situation is so bad that pessimism is a lot more reasonable than optimism. China is very nearly lost.



MOAT-DIGGERS drafted on the streets prepare last ditch defense around Suchow. Despite little usefulness in modern warfare, moats are still popular with Nationalists.



AMERICAN LIGHT TANK and piece of canvas provide shelter for soldier who was sleeping peacefully through battle when LIFE's photographer came by and startled him.



FOUR COMMUNIST-HELD VILLAGES NEAR SUCHOW
ARE SET ON FIRE BY NATIONALIST ARTILLERY

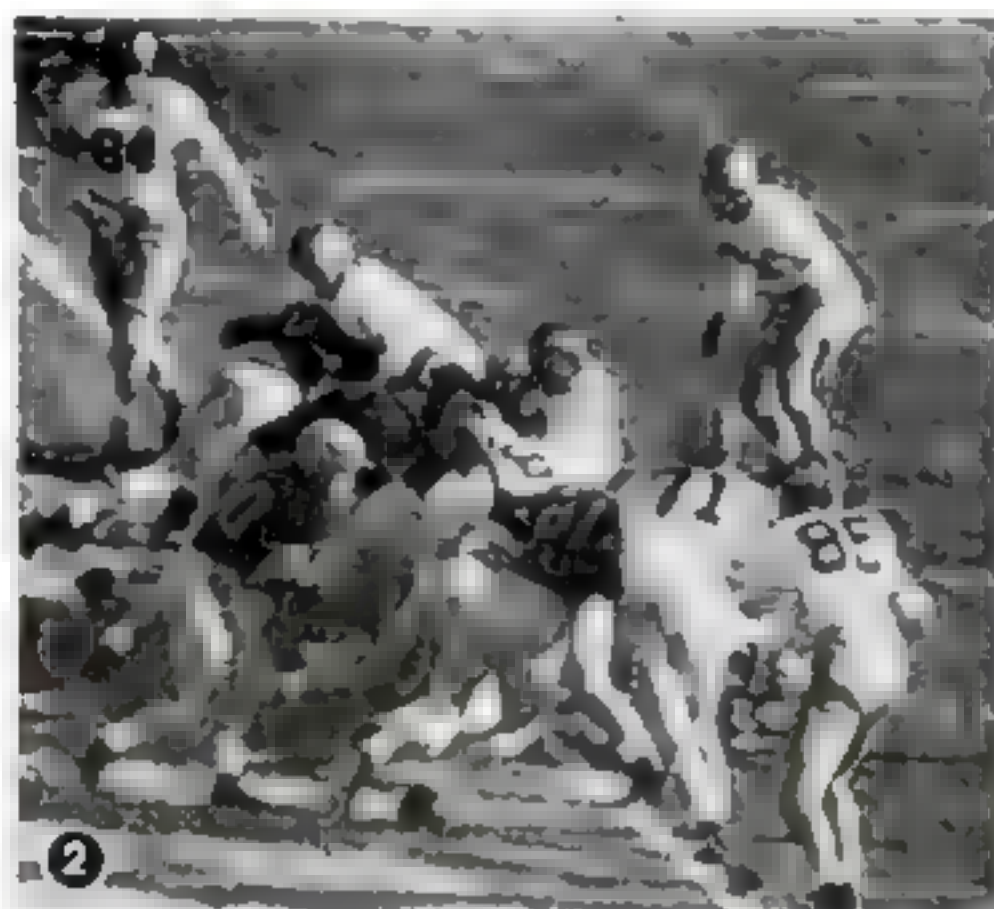
THE YEAR'S BIGGEST FOOTBALL UPSET—"IT CAN BE DONE"

Although football's most publicized rivalry is that between the two service academies at West Point and Annapolis, this year's game did not shape up as anything much. Army was a 21-point favorite; the cadets had won eight straight games this season and had soundly beaten Cornell (*LIFE*, Nov. 1), the Ivy League champion. Army's Gil Stephenson and Bobby Jack Stuart were even being com-

pared to Doc Blanchard and Glenn Davis. Could Navy possibly stand a chance? Somebody may have thought so, because signs appeared at a pregame pep rally saying, "It Can Be Done." But how? the midshipmen had lost their last 13 games, including all eight played this year. On Nov. 27 in Philadelphia 102,500 fans settled back to watch the slaughter. For what they saw, follow the pictures.



1 **PREGAME COIN** is tossed by President, who sat with Navy and knows the short end of betting odds himself.



2 **THE NAVY LEADS** as Reaves Baysinger (under pile-up) scores touchdown. This was not in the pregame script.



3 **ARMY TIES IT UP** after Harold Schultz drags tackler over goal. Now Army's game matches its press clippings.



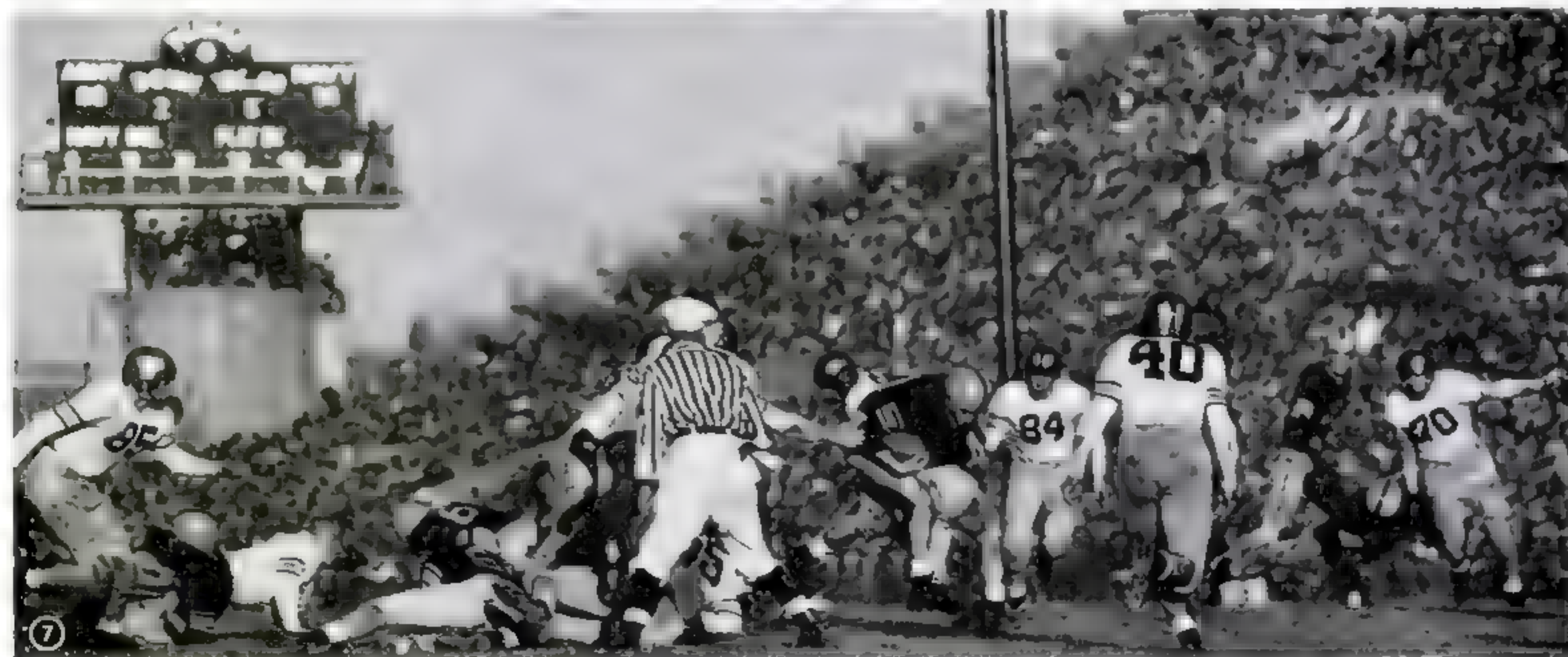
4 **ARMY SCORES AGAIN** to lead, 14-7, as Rudy Consentino (extreme right) scores and cadets breathe more easily.



5 **BUT NAVY FIGHTS BACK** to tie the game after Hawkins (with nose guard) backs over goal in third quarter.



6 **ARMY'S THIRD TOUCHDOWN**, 10-yard run by Arnold Califfa (above), apparently sews up the game, 21-14.

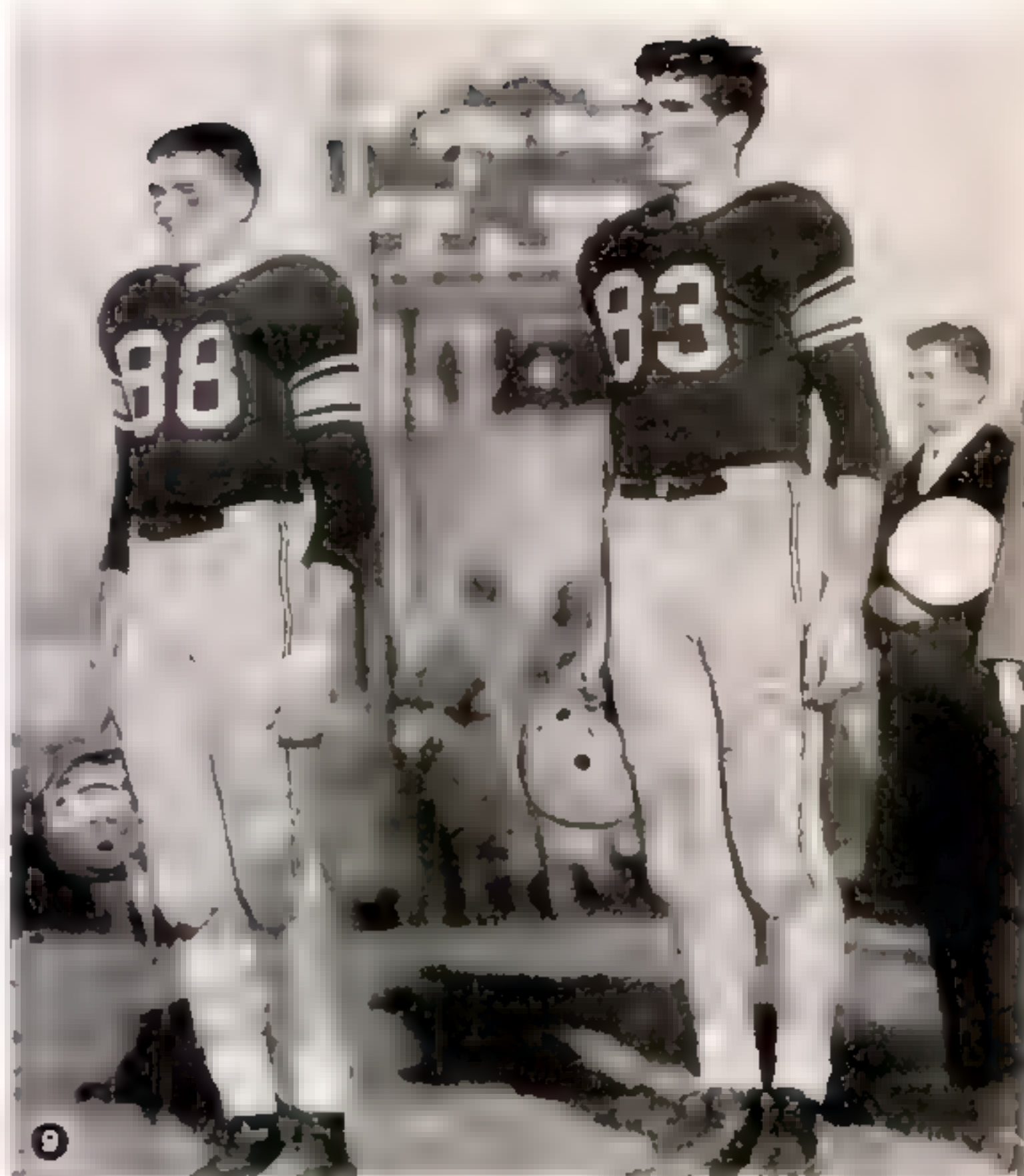


7 **NAVY'S FINAL DRIVE**, with the scoreboard showing the midshipmen seven points behind, gets underway in midfield as Fullback Bill Hawkins rips through a hole in the

Army line. Hawkins, out most of the season with a shoulder injury, and Pete Williams, who set up the first touchdown with a 59-yard run, were the outstanding stars for Navy.



NAVY'S TYING TOUCHDOWN is made with five minutes left to play by Hawkins, who plunges over and is cheered by End Ted Carson (83). Final score: Army 21, Navy 21.



AS BAND PLAYS Navy Blue and Gold immediately after the game even correct shipmen Bill Wilson (left) and Ted Carson are unable to repress their grins of satisfaction.



IN NAVY DRESSING ROOM Coach George Sauer (center) sits with Center Randall Lawrence (56), who suffered a cut over eye, and Tackle Scott Emerson, displaying

sign which had been used as a prop at a pregame rally. Said the jubilant Sauer, "We were really hot." Fans and even Army Coach Earl Blaik considered the game a Navy victory.

ELI'S LEVI JACKSON

HIS MERITS, NOT "TOLERANCE," MADE HIM YALE'S CAPTAIN

The Yale football team has just elected Levi Jackson, its hard-running Negro halfback, to be captain for 1949. The temptation for the writer interested in race relations is to make a great sociological point of it. Jackson is the first Negro ever to play football for Yale, an Ivy League institution whose lineage goes back to 1701; he never went to a swank preparatory school, being in fact a "townie" graduate of New Haven's Hillhouse High School; his father had been a steward for many years at the Yale Faculty Club. Only at tremendous intervals in the past has a native New Haven boy such as Albie Booth been football captain at Yale; far more frequently the Elms have turned to out-of-town "bluebloods" such as Cotty Davison of the Long Island Davisons, who was captain in 1947. Jackson has taken two traditional barriers, those of race and place-origin, in one tremendous leap.

A victory for "tolerance"? To interpret it in such terms is factually accurate, yet the actual significance of Jackson's election must ooze away if that is all one has to say about it. For the truth is that the members of the Yale team, who wanted Jackson to be the 1949 leader even though tradition usually gives the job to a lineman, did not vote for Lopin' Levi in the spirit of a group of self-consciously "tolerant" do-gooders passing a resolution to endorse a Fair Employment Practices Committee bill. There was the usual difference of opinion on the squad at first over the relative claims of two or three standout players. But after the arguments had subsided, after each individual had purified his motives in the wake of the first electioneering phase, the election of Jackson

was made unanimous. Jackson happened to be the most continuous "hopper-upper" of the 1948 team; the job had fallen to him after injuries had struck at Bill Conway, the 1948 captain, at Lineman Vic Frank and at Fullback Ferd Nadherny. What more natural, then, than the choice of Levi to lead his mates? The university community responded to the selection with enthusiasm, and the postelection celebration of the New Haven Gridiron Club was one of the happiest in years.

This is the real victory for tolerance, that "tolerance" (in quotation marks) did not force the issue. The election of Jackson just happened as a result of a combination of things that transcended "race"—such things as technical competence, inspirational talent, personality and character. The *New York Daily News*, which likes to make a bum out of anyone with pretensions to something better, suggests that certain Yale graduates of an older generation may now weep bitter tears into their sherry and send their sons to Princeton. But this won't happen for two good reasons: 1948 is 1948, and Princeton is hardly a White Russian institution. As a matter of fact, the so-called "gentlemen's" colleges of the Ivy League have been ignoring the color line in sports whenever competence dictated the choice of a "colored" man.

A pleasant, studious-looking North Carolina Negro boy, Frank Jones, has just become football manager at Harvard, where he succeeds a Japanese boy named Nishimura. Not so long ago the Cornell University star end was "Brud" Holland, a Negro. One of Brown University's great halfbacks of the 'teens was Pollard, a Negro. To step from Ivy League cir-

cles to the small college circuits, an Amherst fraternity has just initiated a Negro track star, and Lafayette College has just turned down a bid for its team to play in the El Paso (Texas) Sun Bowl on New Year's Day because the invitation did not include Dave Showell, Lafayette's Negro halfback. The Lafayette students are pretty mad about the deplorable ethics of those who control the rules for Sun Bowl competition. But in spite of certain antiquated Southern folkways more and more Southerners are coming into the mainstream of American democracy. Levi Jackson's coach, Herman Hickman, is from sub-Mason-Dixon Tennessee; he would like 10 other Jacksons for his 1949 team if anyone could deliver them.

Levi Jackson's success makes Negro Paul Robeson, great Rutgers end of a generation ago, look foolish in his latter-day attempts to play the Henry Wallaceite statesman. Robeson was All-America for two years, a four-letter man and a Phi Beta Kappa. Later he became an actor and singer who attracted millions. But in spite of his own American success he sent his son to school in Soviet Russia, where race prejudice is drowned out by a class prejudice that claims more victims in a year than have ever been lynched in the U.S. South. One can sympathize with Mr. Robeson's hatred for Jim Crow laws and customs. But all the time Paul Robeson has been looking toward Moscow and speaking for the Wallaceites, something good has been happening in the U.S. Stalin has probably never heard of the Ivy League, but the action taken by a few Yale students in 10 minutes' time has hit Joe a blow that will some day make him screech.

SALUTE TO TELEVISION

IT LACKS RADIO'S POLISH BUT IS A LOT MORE FUN

A wonderful thing happened on television last week. A singer was performing in front of a mirror when the reflection of a little man, clutching what looked like a bag of laundry, appeared behind her. Suddenly he gasped with the horrified realization that he was being televised and backed away so rapidly that he seemed to be jumping out of the mirror. The unexpected often happens on television. There are no retakes and few veterans. Far from matching the glossy, impersonal slickness of radio, the new medium often has a delightful crudity about it. From this springs no small part of television's hold on its audience.

When two or more set owners come together there is only one word to describe the tone of their conversation: "pioneering." A great deal of the pioneering is past, but as a description of television's present unpolished operations the word has great validity; television is the country's fastest-growing new industry. Hypothetical golden spikes are being driven every week. Stations are opening in small cities like Erie, Pa. and Albuquerque, N.M. Set sales will reach 700,000 by Jan. 1. (Have you tried to get one installed in less than a month?) Telecasts have come from ships at sea and been relayed from the sky. Sets have cropped up in trains, planes, taxicabs and now even in Salva-

tion Army centers—to keep erring souls out of bars. The most marvelous thing yet is a "portable" set, aerial and all, for about \$200 (delivery, of course, slow and indefinite). Probably a law should be passed right now against putting automobile television sets within view of the driver—before it is too late.

On Jan. 12 an almost real golden spike for television will be driven when a cable will link together existing eastern and Middle-Western networks. The first big joint telecast may be the inauguration of President Truman.

Television, as *LIFE*'s photographic essay in this issue reports (pp. 131-141), has hit the big time in only one year. The few sets previously in existence had attracted the men with their sports and news programs, but the stations otherwise offered mostly third-rate fare. Children loved television then, as now, purely for itself, but according to Philco's vice president, James H. Carmine, "women were holding back because they were not interested enough in sports." This year television began to provide better entertainment in other fields and the women, who do most of America's buying for the home, began to move in.

And what a change it produces in home life! During the first months after a set arrives, a Hofstra College survey discovered, evening

radio listening practically disappears. Other forms of relaxation, from automobile riding and nightclubbing to reading and movie-going, dive 20% to 42%. Thus, through the influence of the cathode-ray tube, the ideal of many churchmen and sociologists has been achieved. The television-owning family has returned to the home. The trouble is, intellectual critics love to point out, the return is accompanied by a trance which kills conversation.

Television has plenty of horrors, of course. It may soon be hard on the housework and it will eventually affect American social amenities. But none of these problems compares with those facing the radio executives. James D. Shouse, president of the Crosley Broadcasting Corp., opined last week, "Television stands a good chance not of supplementing broadcasting as we know it today, but of replacing it." Considering the present low state of radio, maybe this would not be such a calamity.

Even though television has a long way to go in mastering its art, it is a lot of fun. It is wonderful to see the custard-pie comedy and good pantomime come back after years of exile from the movies. *LIFE* looks forward to reporting on the activities of this lusty new child, and if there is to be competition, as some say, between television and magazines, *LIFE* welcomes it.

MUSHROOMS *fresh from the holhouse*

SWEET CREAM *from country dairies*

SEASONING *just to taste*

Cream of Mushroom serves you well
In three delicious ways:
As Soup, as Sauce, in Cookery—
For tempting meals these days!



**HEAVENLY AS A
CREAM SAUCE:**

Add 6 tablespoons
of milk to 1 can of
Campbell's Cream
of Mushroom—
just as it comes
from the can.
Heat and serve.
Makes 1½ cups.

... all add up to this LUXURY soup

And what a delightful soup it is—to give tempting
variety to budget-restricted meals, as many and
many a woman has discovered. Campbell's Cream
of Mushroom Soup is such a glorious blend of choice,
cultivated mushrooms and extra-heavy whipping
cream. And there are delicate mushroom pieces,
too, for the final touch. Here is truly a luxury soup
—for economy meals.

Campbell's **CREAM OF MUSHROOM SOUP**

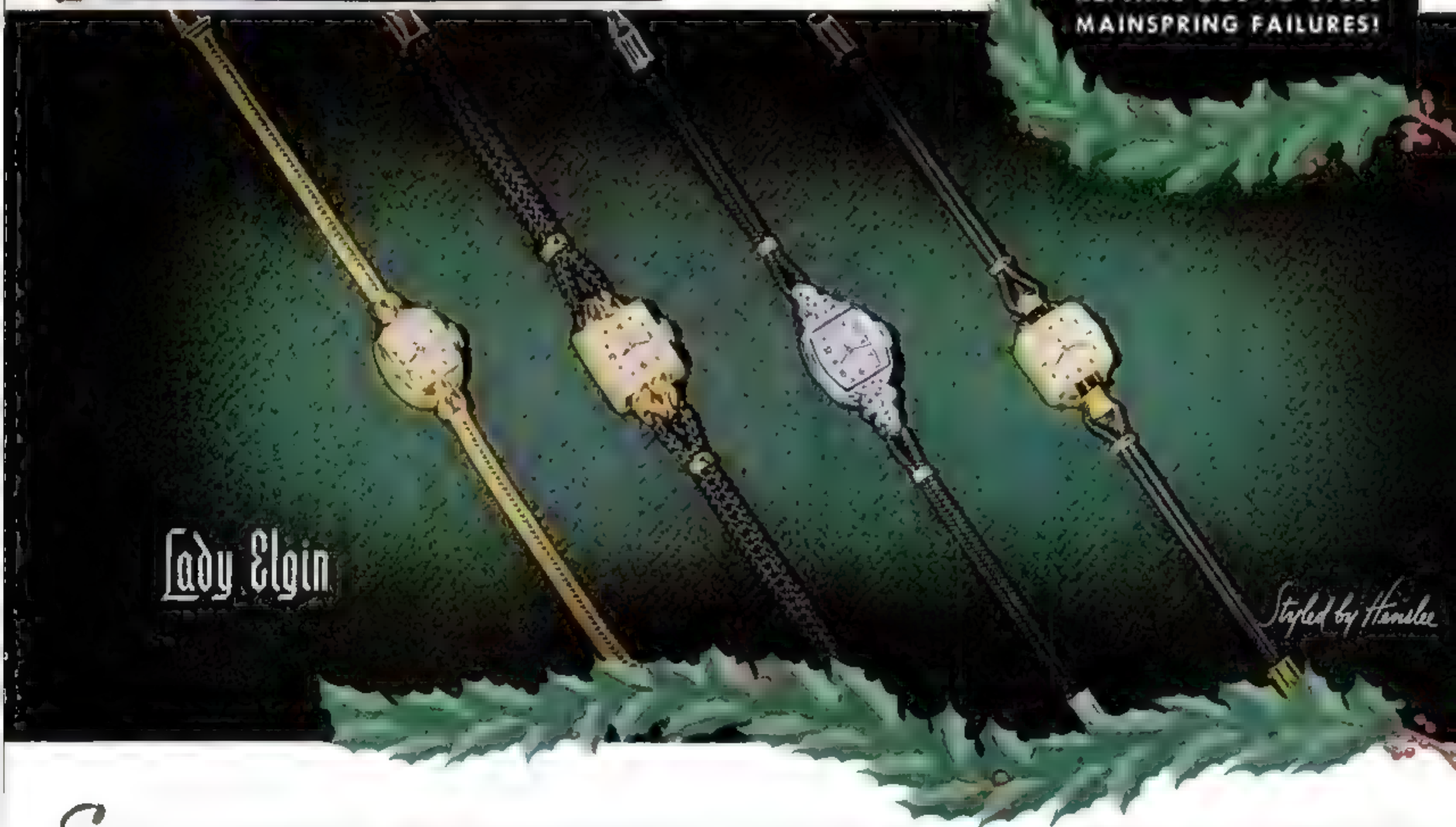




"BEST-DRESSED WOMAN"
Mrs. Tibbett is the charming wife of the
famous Metropolitan Opera star

"Ah, tell that
to every Santa Claus"

THE
*DuraPower
Mainspring*^{*}
ELIMINATES 99% OF ALL
REPAIRS DUE TO STEEL
MAINSRING FAILURES!



Lady Elgin

Styled by Hansler

STYLE . . . style approved by people of most discriminating taste. You give that in an Elgin. And the beauty of an Elgin Watch is *more* than "skin-deep". For here is the inside story that so impressed Mrs. Lawrence Tibbett and Mr. Robert Montgomery.

The mainspring in an Elgin will never, *never* rust—and rust is the greatest cause of breakage. This DuraPower Mainspring of Elgin's will *hold* its original "springiness" . . . give constant power for accuracy through the years. In fact, the miracle DuraPower Mainspring eliminates 99% of watch repairs due to steel mainspring failures! And you get at no extra cost this latest achievement of America's creative and productive genius.

Hurry to see the new Elgins at your jeweler's . . . distinctively styled . . . the smartest watches to wear. And the smartest watches to buy, Santa Claus . . . for the DuraPower symbol "dp" on the dial assures your loved one's *continued* happiness from your Christmas gift!

Lord and Lady Elgins are priced from \$67.50 to \$5000.00. Elgin De Luxe from \$47.50 to \$67.50. Other Elgins as low as \$29.75. All these prices include the Federal Tax

ELGIN

The genius of America . . .

inside story

... said **MRS. LAWRENCE TIBBETT**

when she saw

the beautiful new **ELGINS** ...

learned of

their **DuraPower Mainspring**



Lord Elgin

*Made of Elgitoy metal. Patent pending

New to Elgin's famous star-timed accuracy the DuraPower Mainspring adds a permanency of timekeeping performance never before possible in any watch. Elgin observatory time is the official time of United Air Lines.

HEAR ELGIN'S

"2 HOURS OF STARS"

CHRISTMAS DAY • NBC NETWORK

Lord Elgin

"Handsome, yes...but that new mainspring makes history!"

watches

TIMED TO THE STARS!

to wear on your wrist

said "best-dressed"

ROBERT MONTGOMERY

co-starring in "The Saxon Charm",

a Universal-International Picture



The Idea that became a Christmas tradition:



We don't mean hanging up mistletoe . . . (although that can be a *very* recurring idea).



We don't mean a holly wreath . . . (although it wouldn't be Christmas without one)



We don't even mean sending Christmas cards . . . (although that's a good way to let friends know you wish them well).



We do mean this:

If you're wondering what's the best way to say "Merry Christmas?" to special friends on your gift list . . .

... say it with a bottle or so of Four Roses!

So many people give Four Roses for Christmas nowadays that it's become sort of a holiday custom—and well it might be.

For you could search high and low without finding a gift so welcome and sure to please—and one that offers such a simple solution to your gift problems!

This matchless whiskey—so softly mellow and distinctive in flavor—is a gift that not only reflects your thoughtfulness but is also a compliment to the good taste of the man who gets it.

Fine Blended Whiskey—90.5 proof 40% straight whiskeys, 60% grain neutral spirits
Frankfort Distillers Corporation, New York

FOUR ROSES

AMERICA'S FAVORITE GIFT WHISKEY
In a beautiful holiday gift carton

THE UNEASY COPS OF EVARTS

"Quiet" Kentucky town installs its fifth police chief in four months

Just because of a rapid turnover in police chiefs the town of Evarts, Ky. (pop. 2,100) has been getting a bad press. "The truth is," said the mayor last week, "you won't find a quieter place than this. We've just been getting a lot of bad publicity."

The trouble began when Albert Smith (p. 56) resigned as police chief last Aug. 2. He said he had quit because he felt like it, although he recalled that somebody had once put 27 bullet holes in his car. Only 43 days later Smith's successor, Elmer Baumgardner, was shot dead, and the publicity got a lot worse. In another month there were more

stories, this time about Chief H. T. Collier (p. 56), who quit after somebody fired at him in the dark. Just as that quieted down, Chief George Sellers (p. 58) was arrested for drunkenness and resigned his post from a jail cell. "I volunteered for the job because I thought I could clean Evarts up," Sellers said, "but you can't beat those bootleggers."

Sellers' resignation left the office open for Isachar Combs (right), who on Nov. 12 was installed as Evarts' fifth police chief in four months. "He's a nice young man and I hope he stays," said the mayor. "We sure don't want any more bad publicity."



CHIEF ISACHAR COMBS LOOKS OVER HIS EQUIPMENT



MAKING HIS FIRST ROUNDS, 28-year-old Chief Combs (left) strolls down side street with Deputy Abe Bailey. Combs, an ex-Army sergeant who has lived in Evarts

only three weeks, expects little trouble in his \$200-a-month post. Bailey, who has been around longer and has 12 children, wants it known that his is strictly a temporary job.



*There's no Gin
like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF 94.4

DRINKS NEVER TASTE THIN WITH ...

Gordon's Gin
100% Neutral Spirits Distilled from Grain

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.



CHIEF ALBERT SMITH started the big police turnover by resigning last summer. He now serves as a special officer and mail guard for a coal company.



CHIEF ELMER BAUMGARDNER'S 37-day career ended in his death. An Evans citizen indicted for the murder was released almost immediately on bail.



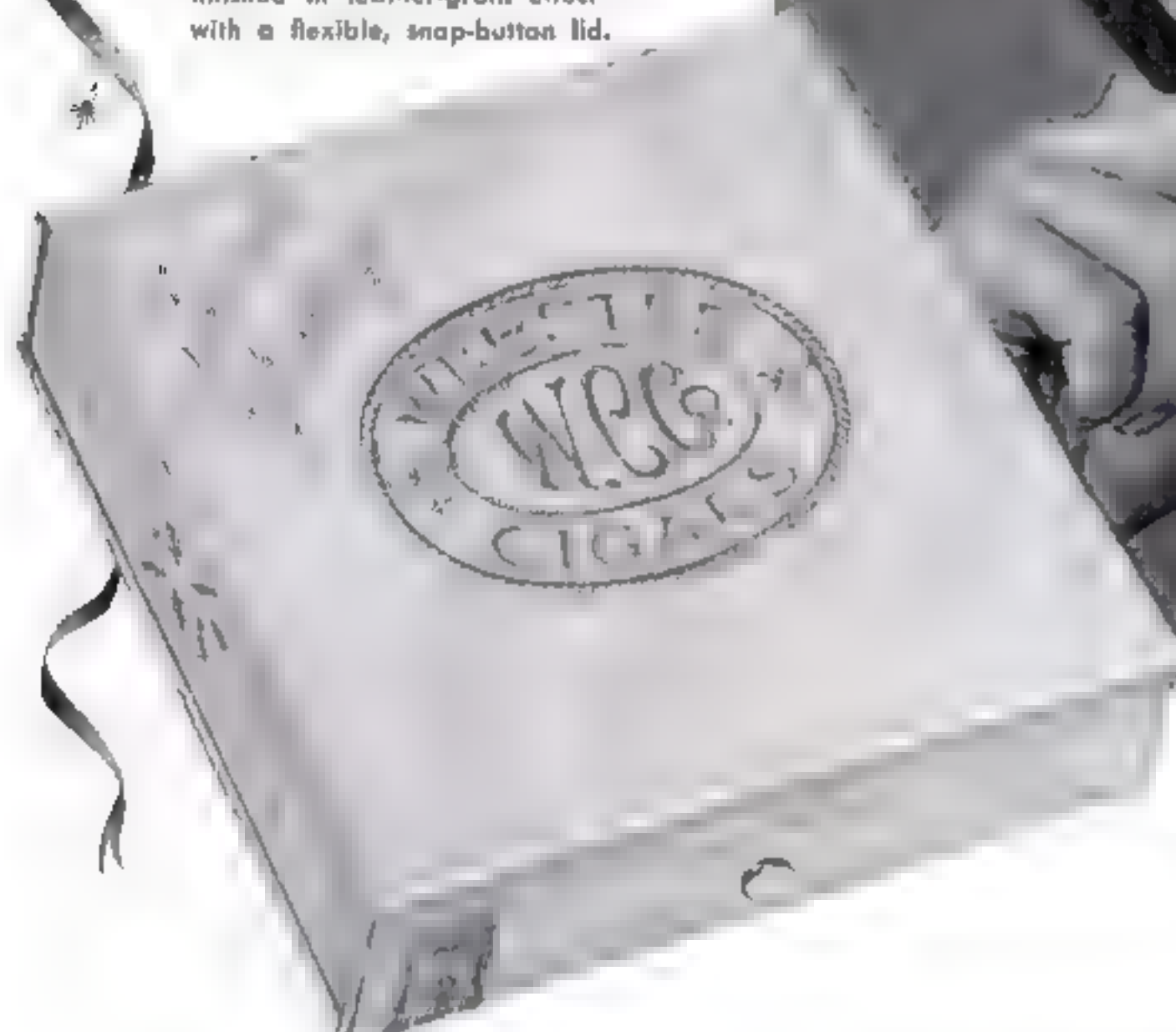
CHIEF H. T. COLLIER held the job for 16 days, was shot at and suddenly decided to become a taxi driver. "I was going to quit anyway," he explained.

CONTINUED ON PAGE 58



Special!
25—Webster Golden Weddings
for \$3.50

Handsome Christmas box,
 new and exclusive with Webster,
 finished in leather-grain effect
 with a flexible, snap-button lid.



Give the cigar executives choose!

In addition to Webster Golden Wedding, all the sizes below are packed in special gift boxes. At good cigar stores everywhere.

PERFECTO CHICO, 15c
 Box of 25, \$3.50

FANCY TALES, 25c
 Box of 25, \$6.00

QUEENS, 18c
 Box of 25, \$4.25

DIRECTORS, 35c
 Box of 25, \$8.00

Among cigars priced at 15c and up, more Websters are sold than any other brand in the U. S. A.

They're real favorites with executives, professional men, and others who know quality cigars. Every Webster — no matter what size, shape, or price — has a filler of 100% Long Havana, binder of top-grade Broadleaf, and wrapper of satin-smooth Connecticut Shade-grown.

So give him a box of Websters, it's like saying:

"You deserve something really fine — and here it is!"

WEBSTER CIGARS

EXECUTIVE AMERICA'S TOP CIGAR

THE WEBSTER TOBACCO COMPANY, INC. • NEW YORK

For the brightest Christmas ever

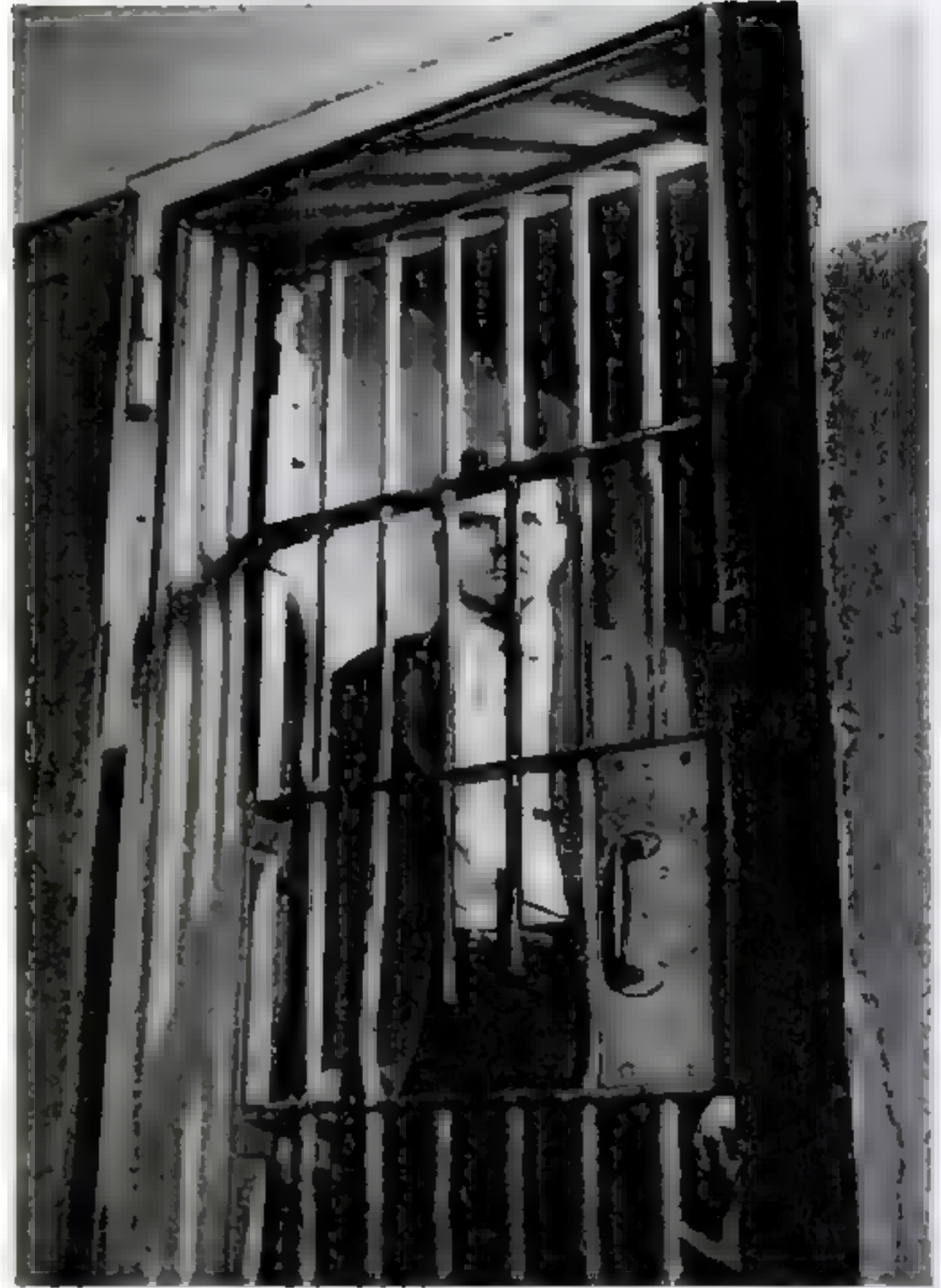
Glensider

scarfs

in gala.
Xmas candle
gift packages

Exquisite pure silk scarf,
glowing in its own ready-for-
giving candle. Hand-screened
prints, lovely solid colors, gold
and silver flecked filmy
squares, all hand-rolled
Instructive how to tie
booklet enclosed
in each candle
complete about \$3

AT ALL LEADING STORES, OR WRITE
GLENSIDER TEXTILE CORPORATION
417 Fifth Avenue, New York 16, Dept. L.



CHIEF GEORGE SELLERS served 30 days, then was arrested for drunkenness. After his release he was jailed again (above) on a concealed weapons charge.



MAYOR ELIHU BAILEY, upset by the publicity, muddly remarked, "We ain't had a man killed here in I don't know how long, except the chief of police."

Quick way to a man's



A Product of General Foods*

Watch his face light up when you bring in that stack of wheat cakes with his favorite Log Cabin Syrup. (Never yet saw a man who could resist Log Cabin's maple flavor!)

Such a delicate blend of maple and cane! Such a *real North Woods* flavor that comes from golden maple tapped way up North where the sap runs rich and tangy.

No wonder Log Cabin is America's *favorite* quality table syrup! Get some tomorrow . . . serve it soon! How about next Sunday?



LOG CABIN 'N WAFFLES!



LOG CABIN 'N BISCUITS!



LOG CABIN 'N FRENCH TOAST!



LOG CABIN 'N ICE CREAM!

* Some places you'll find Log Cabin back in its familiar tin — other places it's waiting for you in a lovely "Early American" bottle, a copy of an antique Waterford decanter.

SWING LOW



SWEET CHARI

The name is—**AIRFLYTE!**

An aerodynamic dream made true by Nash.

Nearly eighteen feet long . . . six and one-half feet wide . . . shoulder-low . . . and *fire-on-four-wheels!*

Good-bye old-fashioned car interior! Now you sit in a luxurious Super-Lounge with oceans of room around you . . . entirely Safety-Engineered . . . swept clean of gadgets and gingerbread.

You look out through a wide curved *one-piece* windshield . . . with not even a center post to hamper vision! All your driving dials in a new Uniscope near eye level on your steering column—

. . . *it's the world's first car with Cockpit Control!*

You ride in new smoothness, cradled between the axles, and with all four wheels cushioned by soft coil-springs.

You ride in new safety in the world's first Girder-built Unitized Body-and-Frame, one super-safe welded unit that's lastingly free of rattles and squeaks.

Your heat and ventilation, automatically taken care of by a new Weather Eye Conditioned Air System that's entirely concealed.

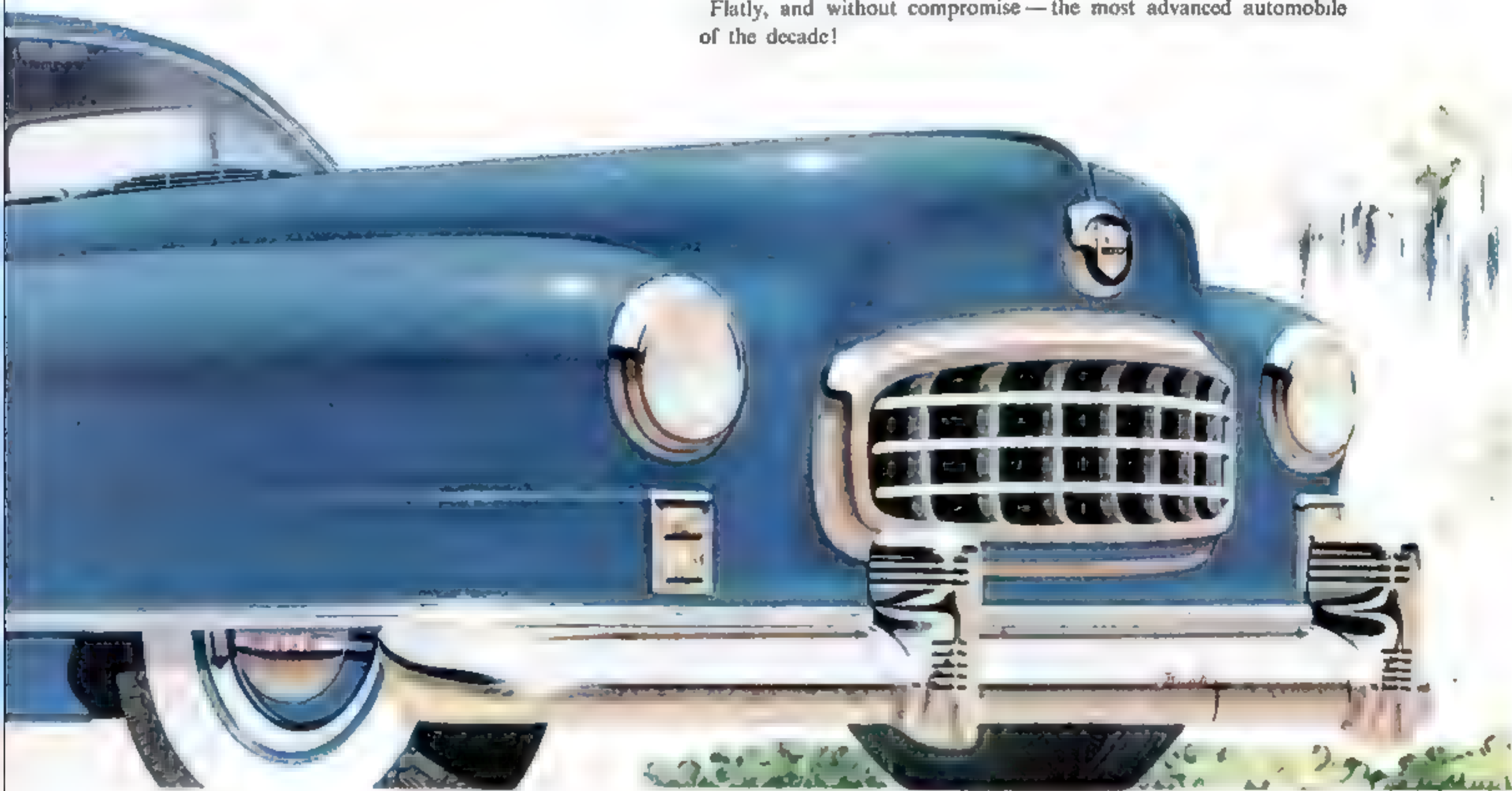
Now there are *twin* beds, for quick napping any time, or full comfort at night.

Yes—this is *all Nash, all Airflyte!*

And it's *all yours*—at the price of a Nash, and with the economy of a Nash. For with all its magnificent size and power, the 1949 "600" gives you more than *25 miles to the gallon* at average highway speed!

See it for yourself at your Nash dealers today. Drive an Airflyte and get a new look at the world—

Flatly, and without compromise—the most advanced automobile of the decade!



OT

On display throughout America...

**the Nash Airflyte comes in two
great series... the Nash "600"**

and the Nash Ambassador.

**Designed, Engineered and Built
with the Touch of Tomorrow.**

Nash
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Great Cars Since 1902

Nash Motors Division, Nash-Kelvinator Corporation, Detroit

Hunt's Fruit Sampler

5 delicious kinds in one can!



featuring Hunt's Heavenly Peaches

Here's a grand way to sample Hunt's fine fruits:

Open a can of Fruits for Salad...spoon out not only Hunt's Heavenly Peaches...but luscious apricots, Bartlett pears,

wedges of pineapple, and maraschino-type cherries. Five kinds in one can!

Your family's going to love this glorious fruit medley! For breakfast, dessert, salads. Look for the Hunt red label!

Hunt's Apricots • Pears • Cocktail Cherries • Berries
Hunt Foods, Inc., Los Angeles, California

Hunt-for the best



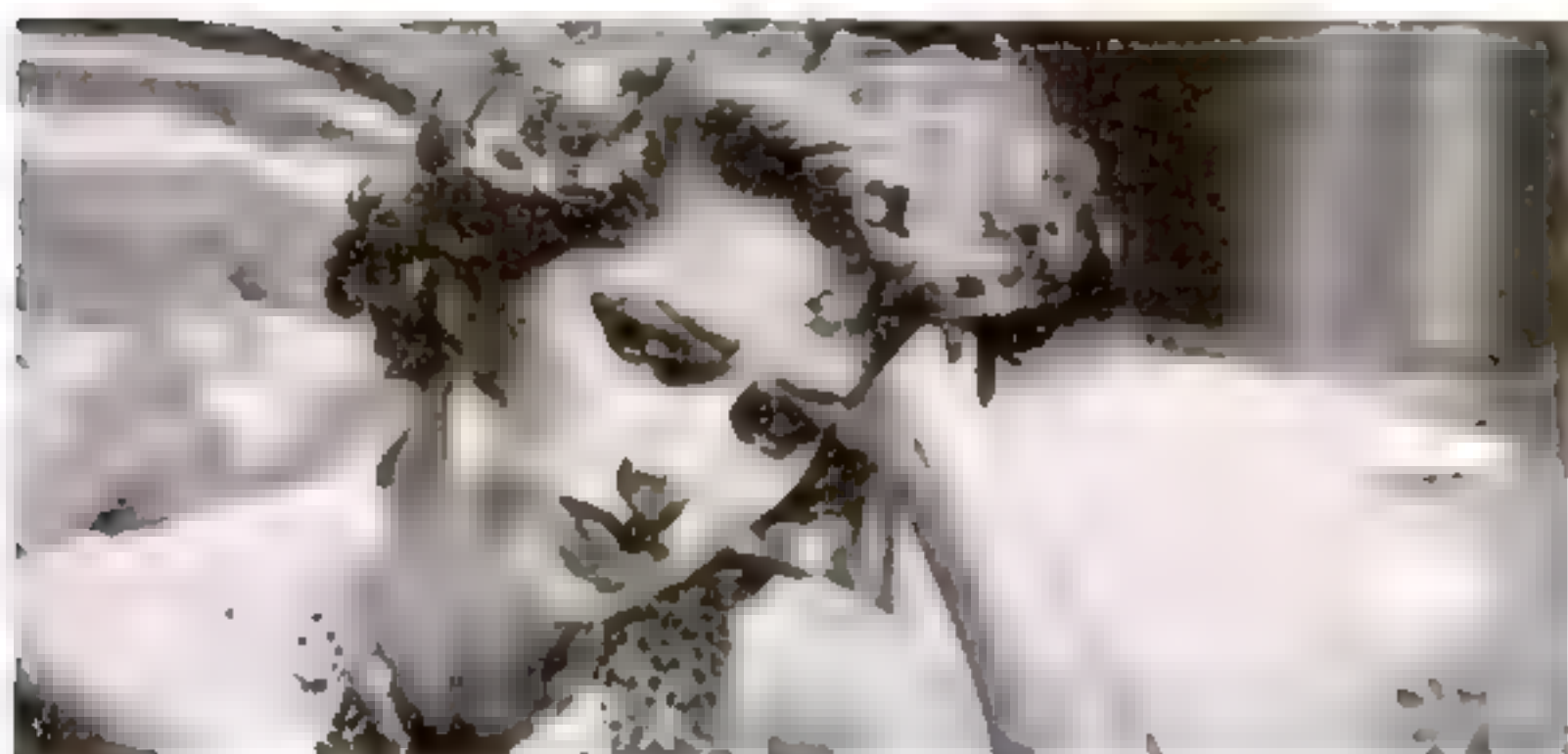
PEOPLE

In New York at an exhibition of portraits of notable New Yorkers held for the benefit of St. Barnabas Hospital, 61-year-old Artist Georgia O'Keeffe showed up to take a bow—but not for one of her own works. Displaying more courage than many another aging dignitary whose portrait was shown, Miss O'Keeffe boldly stood be-

side a romantic picture of herself done in 1908 by Eugene Speicher when she and he were apprentices at the Art Students' League. In so doing, she proved that four decades, during which she has changed from an unknown youngster to one of the foremost painters in the U.S., have been almost as kind to her face as to her career.



Women like this will
CHEER!



So will all the many people kept awake, made nervous or jittery by the caffeine in regular coffee! For...

THE NEW IMPROVED SANKA COFFEE

now has a new, marvelous flavor to delight lovers of fine coffee! Yet it's 97% caffeine-free. You can drink it and sleep. And you'll love the taste!



FINER FLAVOR

in Sanka Coffee is due to a brand-new flavor-saving process... a miracle method of taking the caffeine out of the coffee.

Try Sanka Coffee today. See for yourself what a great flavor-improvement has been made. Sanka comes in two forms: Ground for drip or percolator; Instant Sanka, made instantly in the cup. Products of General Foods.



PEOPLE CONTINUED



PREJUDICE IN TEXAS. On Nov. 23 President Ralph C. Hutchinson (above, center) of Lafayette College told his students why he rejected a bid to the Sun Bowl football game at El Paso, Texas. He said, he said, because the Bowl committee told him Negro Halfback Dave Showell (right) was excluded. Then the irate students marched off to downtown Easton, Pa. for an indignation meeting. It appeared most people had forgotten a Penn State Negro played in Dallas Cotton Bowl last year.



PRECEDENT IN NEW HAVEN. In 1946, for the first time in history, Yale University's football team included a Negro. He was Levi Jackson, son of a dining-hall steward who had waited table at Yale for 30 years. On Nov. 22 Haliback Jackson's teammates established another precedent by electing him captain for 1949, bringing a broad grin to the jowly face of Coach Herman Hickman (above). On the same day Harvard, not to be outdone, named a Negro football manager for the first time.

CONTINUED ON PAGE 38

Just Wed!

PRISCILLA ALDEN TRUMBULL

—direct descendant
of John and Priscilla Alden of
Pilgrim fame and

WILLIAM WALTER WILCOX, III

The Courtship: Bill "spoke for himself"...won the hand of this fair Woodbury beauty.

Love Plighted: In a ceremony at St. Paul's Church, in Englewood, New Jersey.



Mrs. Wilcox, now! And if you don't think Bill's proud—look at him beam!



Future wedding belles reach for Priscilla's bouquet. Better reach for Woodbury first, girls! Priscilla says, "A Woodbury Facial Cocktail puts a glow in your skin...that catches his eye!" Priscilla's soap is made by skin specialists for sensitive skin.

She's Another Woodbury Deb



Great-great-great grandmother's wedding dress gilds Priscilla's lily-white loveliness. "That dream skin," Bill admits, "kept me wooing." During courtship, Bill drove through a blinding snowstorm to dance with his smooth beauty.



Courting fun! Priscilla and Bill love informal parties...met at a barn dance. "Couldn't take my eyes off her," says Bill. Such baby-soft skin is bewitching, and mild Woodbury contains a beauty cream ingredient to care for it.



Snow love-birds. Bill and Priscilla are expert skiers. But Priscilla's an expert on skin-care, too! "Any outdoor sport—especially skiing—dries your skin. That's why Woodbury's my beauty soap." Woodbury is *extra-mild*, made to help your skin stay satin-smooth.

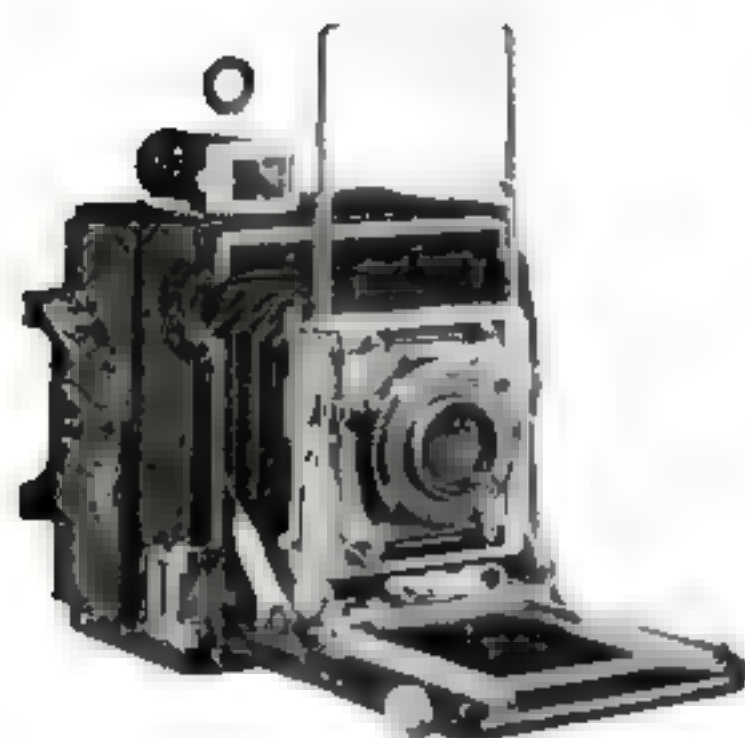


"Facial cocktails tone my skin, give a soft, clean look," says Priscilla. "First, mild lather massage—then, rinse warm 'n' cold. Skin's satiny!"

Now! Woodbury comes in two sizes! Bath-size and facial! Big new Woodbury's bath-perfection. It's a true beauty soap—for *all* your skin!

"Woodbury makes my bath a beauty treatment. Its beauty-cream lather *all-over* gives my arms, legs, and shoulders that smooth, smooth look!"

The shortest distance to FINE PICTURES...

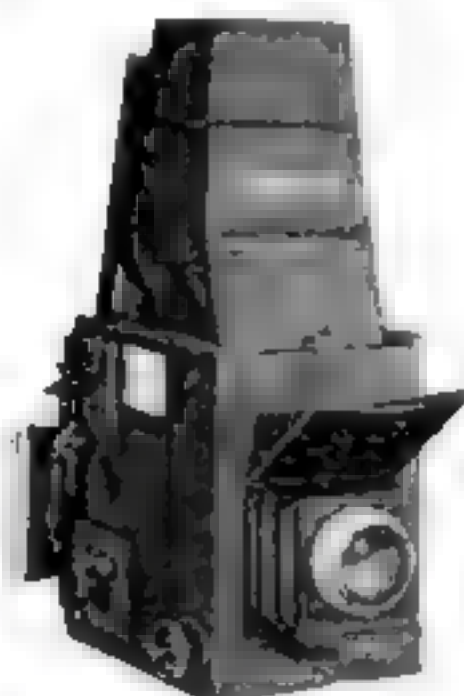


The Pacemaker SPED and Crown GRAPHICS are used the world over by the most discriminating photographers. With one of these famous cameras you're the master of every picture opportunity, from flashing action to carefully composed portraits. This Christmas give the all-around camera press photographers use!



Ask to see the versatile new flash equipment—GRAFLITE by Graflex! Every conceivable flash problem that you may encounter has been considered in the construction of this latest in dependable flash equipment. If you want the finest, this is it. With GRAFLITE on your GRAPHIC or Graflex camera you'll be the proud owner of the finest in photographic equipment! And if there's a Graphic fan on your gift list, this is just the thing to round out his equipment.

Stop in to see your local Graflex dealer and ask him to show you the famous Graflex line of quality cameras. Perhaps the K.B. Series B Graflex (below) is just what you've been looking for! It's a moderately priced... smooth operating camera... fine Ektar lens... perfectly balanced... takes either vertical or horizontal pictures by a mere twist of the wrist. Uses economical $2\frac{1}{4} \times 3\frac{1}{4}$ size film. A gem of a gift for the photographer in your family.



When you look down through the open hood of the Super D Graflex you see your subject just as it will appear on film. With the exclusive Automatic Diaphragm you can "open up" for maximum light as you focus on the ground glass. Never a chance for fuzzy pictures. And when you trip the shutter the diaphragm automatically closes down to whatever opening you selected! Here is truly fine equipment for prize-winning pictures—the perfect gift for the serious photographer.



is a visit to
your local **GRAFLEX DEALER!**



GRAFLEX

Prize-Winning Cameras

GRAFLEX, INC., ROCHESTER 8, N. Y.

PEOPLE CONTINUED



PRINCE'S DAUGHTERS take up the cancan. In London two young ladies who said they were Princesses Desta (left) and Menen of Abyssinia merrily danced the cancan for television. The embarrassed Ethiopian legation quickly announced that it had "no records to prove that these girls have any right to an Abyssinian title." "Oh, yes, we have," the girls replied, and added that their only worry was that their father, Prince Jacoub, 200 miles away in Paris, might have seen the telecast.



PRESIDENT'S GRANDSON takes up fencing. In Paris, Maître d'Armes Dodivers, fencing master for 25 years to French military elite, was honored at a celebration at the Cercle Militaire, where he gave a public lesson to 5-year-old pupil Jean-Paul Auriol, grandson of France's President Vincent Auriol.



Costume by Mollie Parnis
Hat by Laddie Northridge for FREDERICK & NELSON Seattle.

Your Christmas stocking color
is Mistletoe
from Berkshire's

*Age of
Elegance*
color album

Delightful combination of mistletoe green and
taupe . . . fabulous color to give, to wear
with the rich fabrics of the winter season.

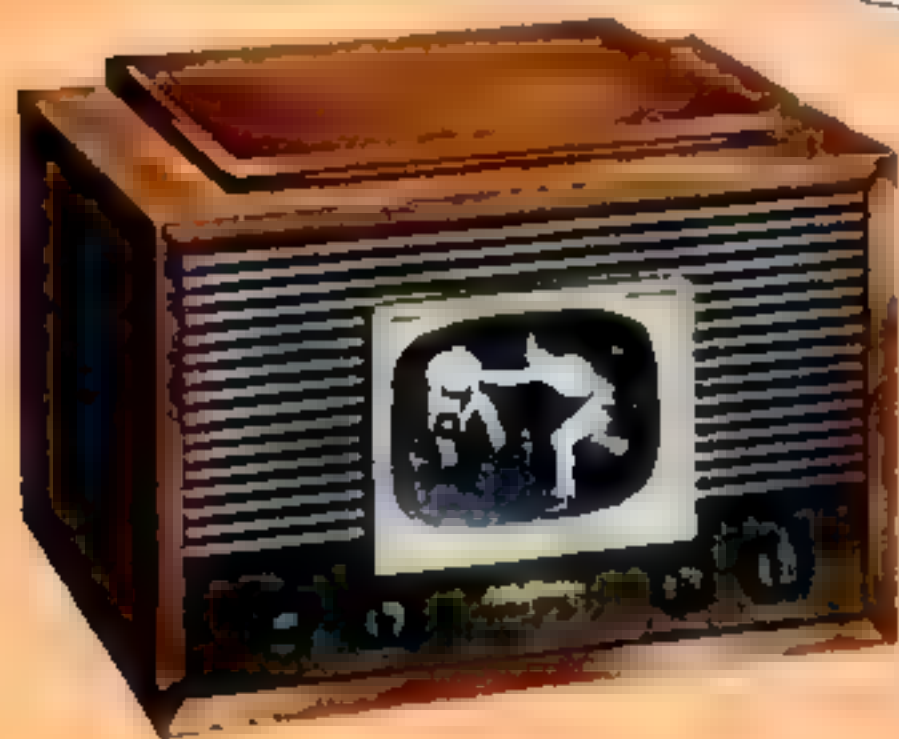
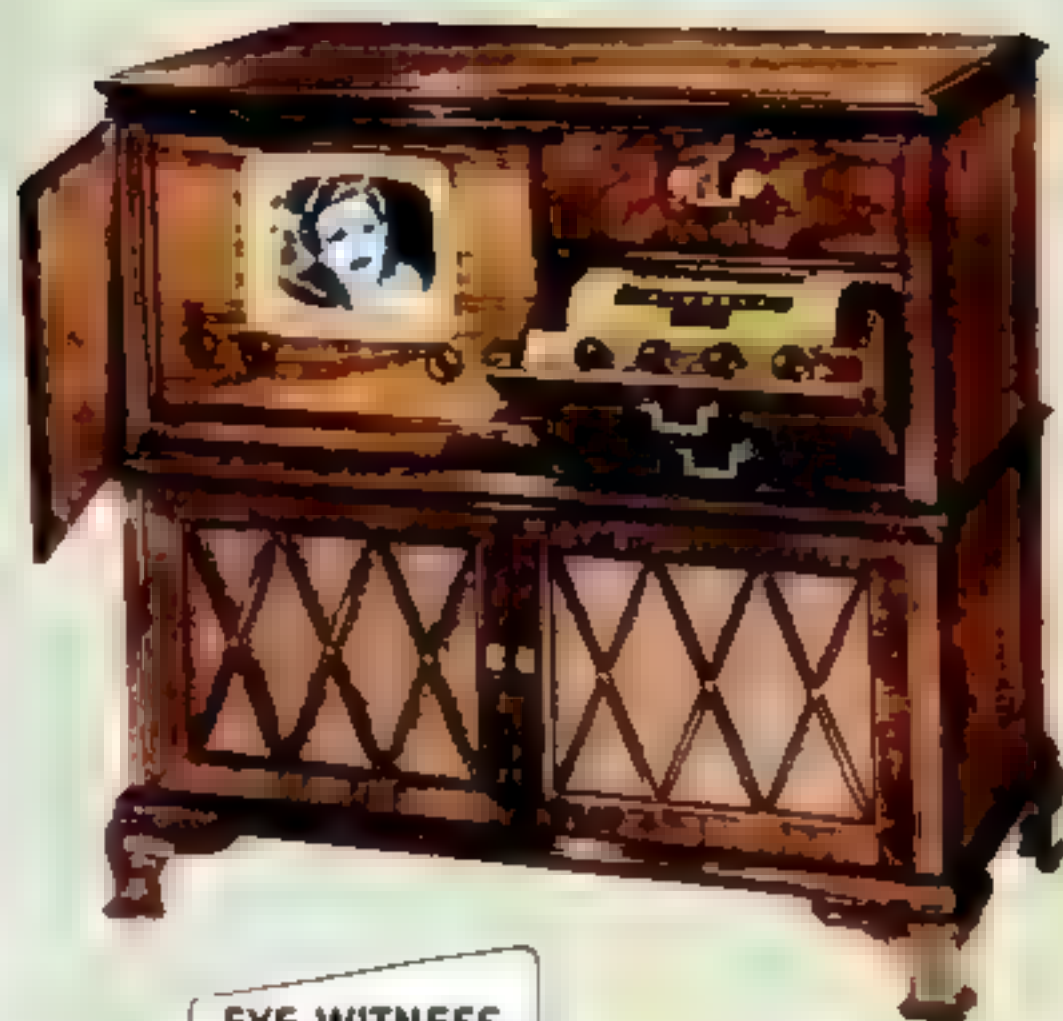


sheer sheer **Berkshire** stockings

for the loveliest legs in the world . . . by the world's largest manufacturers of full-fashioned stockings

*The present
that brings the present
into your home*

Merry Christmas! Say it, sing it, SEE it, with this EVERYTHING-in-one console, the "Monticello." Here's "Eye Witness" television PLUS a luxurious AM-FM Victrola radio-phonograph! A season ticket for complete home entertainment! 52 sq. in. screen. Walnut, mahogany or blond finish. AC. RCA Victor 8TV323.*



For Santas with modest incomes, millionaire tastes! A brand-new table television set—the "Onlooker"—with the best pictures in "Eye Witness" television history! 52 sq. in. pictures that are *locked in tune!* Automatic Multi-Channel Station Selector! It's a value you'll have to SEE to believe! Mahogany, walnut or blond finish. AC operation. RCA Victor 8T243.*

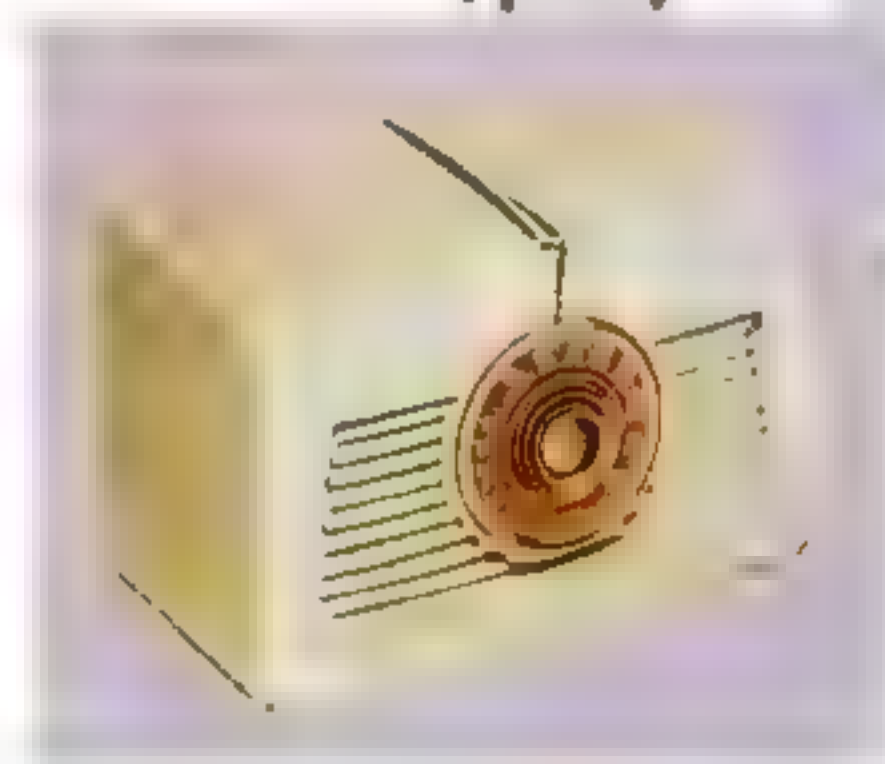
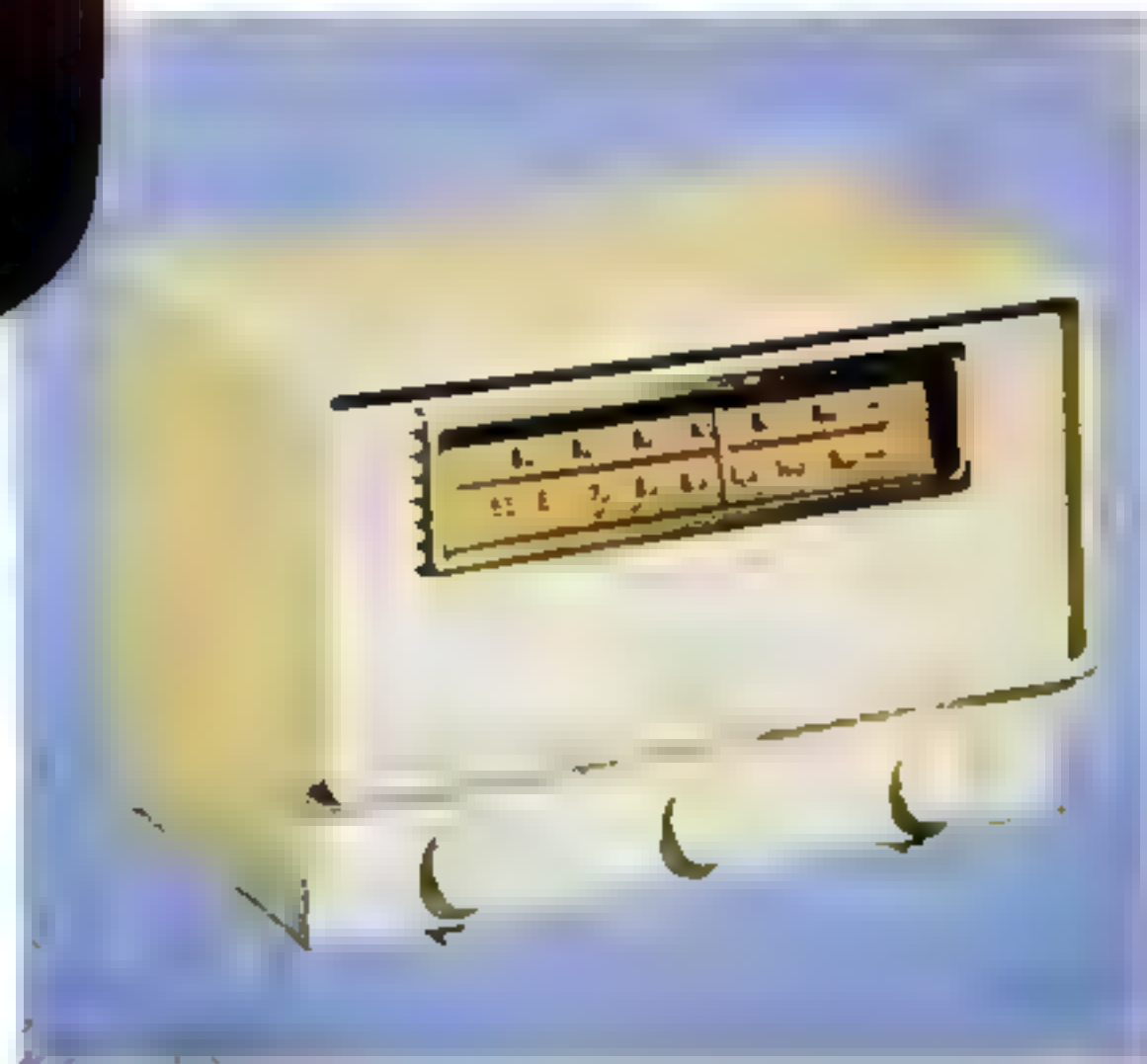


"I'd give the world..." and you can! With the "Bystander," RCA Victor takes television out of the luxury into the "let's-get-it" class! And it's full-size, "Eye Witness" television in a cabinet that itself is a pleasure to see! 52 sq. in. screen. Multi-Channel Station Selector. Walnut, mahogany or blond finish. AC. RCA Victor 8T241.*



Greetings for every season—The "Globe Trotter," in its weatherized aluminum and plastic case, is a summertime outdoor playmate with its long-lasting RCA battery. Indoors, it's a powerful table set any time of the year—plays on AC or DC with the wonderful tone of the "Golden Throat." RCA Victor 8BX6.

For the one on your list who "has everything" this brand-new beauty with AM and FM radio—Frequency Modulation at its finest through the exclusive "Golden Throat" tone system. Antique ivory-finish case or in plum-colored plastic. Exceptionally selective and sensitive, it's one of the choicest "plums" in Santa's pack! AC-DC. RCA Victor 8X71.



For a White Christmas, this dream-come-true value—a world-famous RCA Victor at a new low price. Marvelous tone—the exclusive "Golden Throat"—selective, plenty of power, RCA Victor 8X542, antique ivory-finish or maroon plastic.

9 ways to play



the perfect *Santa Claus*

These RCA Victor
values are gifts that
keep on giving



Wreathed in smiles—that's the family that finds this new Victrola console under the tree! It's RCA Victor's newest big, BIG value, AM FM radio; automatic record changer with the "Silent Sapphire" permanent-point pickup; big record storage compartment; AND the "Golden Throat" tone system! Complete the picture with some new RCA Victor records—have you heard Dennis Day's album of "Johnny Appleseed" from "Melody Time"? RCA Victor 8V90. AC. In walnut, mahogany or blond finish.

The "Golden Throat"



Only RCA Victor makes this perfectly balanced 3 Way Acoustical System. It gives you radio tone so true that even trained musicians could not tell the "Golden Throat" from an "In Person" performance.



"Happiest Christmas to ALL"—from a Santa who's satisfied only with superlatives! Here's RCA Victor's finest—newest of the great Crestwood series of Victrola radio-phonographs with the "Golden Throat" at its very peak of perfection. AM, short wave, and state-of-the-art FM radio. New ALL-Automatic record changer. Hand-rubbed cabinet finished in genuine walnut or mahogany or in modern blond AC. RCA Victor 8V151. "Victrola" T. M. Reg. U. S. Pat. Off.



High jinks for the holidays and all year 'round! It's the most music in the *smallest* space, the *bigger* value in table radio-phonographs you'll find! Powerful radio, fine automatic record changer with "Silent Sapphire" pickup and the famous "Golden Throat" tone system. AC. RCA Victor 77U in walnut, mahogany or blond finish.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

*Only when you buy an RCA Victor television set can you also purchase the RCA Victor Television Owner Contract, which is optional. This contract covers all charges for antenna, installation, and a year's maintenance.

Designed for the Man Who's Hard to Please

(...and for the women who love to please him)

Tawn Luxury Gifts



A luxurious set that's bound to please him... **TAWN SHAVING BOWL** molded of lustrous plastic, and filled with hundreds of creamy, smooth shaves; **TAWN AFTER-SHAVE LOTION** for that bracing tingle that puts a zip into shaving and **TAWN HAIR DRESSING**—the finishing touch to his good grooming. Attractively gift-boxed **\$2.50***



Here's a gift to flatter him — that's kind to *your* budget. The finest quality ingredients make this handsomely packaged set of **TAWN COLOGNE** (Deodorant), **TAWN AFTER-SHAVE LOTION** and **TAWN TALC** a wonderful buy at..... **\$2.00***



TAWN SHAVER'S SPECIAL—Contains **TAWN BRUSHLESS SHAVE** that softens the toughest beard for slick, quick shaving, **TAWN AFTER-SHAVE LOTION** and a small-size can of **TAWN TALC** for that clean-shaven, smooth finish. A gift any man will appreciate... beautifully boxed and specially priced at only **\$1.00***

TAWN TRAVEL KIT contains kit sizes of **TAWN AFTER-SHAVE LOTION**, **TAWN COLOGNE** (Deodorant), **TAWN BRUSHLESS SHAVE**, **TAWN HAIR DRESSING**, **TAWN SHAMPOO** and **TAWN TALC** — plus a gold-plated Gillette Tech razor, Gillette Blue Blades, Dr. West's Miracle-Tuft Toothbrush, Calor Tooth Powder, Azar headache remedy and pocket comb. Complete with waterproof plastic folding case, it's a lifesaver at..... **\$2.49***



Tawn toiletries

AT DRUG AND TOILET GOODS COUNTERS EVERYWHERE

McKesson & Robbins, Inc., Bridgeport, Connecticut

*Taxes additional



STRUCK FOR THE HUNDREDTH TIME WITH A HEAVY 12-POUND SLEDGEHAMMER SWUNG BY INVENTOR MUSKAT, PLASTIC FENDER BOUNCES BUT REMAINS UNDEDENTED

DENTPROOF FENDER

Boats and car bodies can be made with cheap self-hardening plastic

A secret formula for hardening liquid plastic without heat or pressure may soon make available a wide range of cheap, new plastic products—including the dentproof fender above. Developed by Dr. Irving E. Muskat, onetime professor at the University of Chicago, the hardening agent eliminates costly equipment and processing which have always limited plastic production. Dr. Muskat believes that with his formula and about \$100,000 a

plant could be set up whose output would rival that of many million-dollar factories. Finished castings can now be made in 15 minutes. More important, new articles will be produced which cannot be manufactured economically by present methods. Spread over layers of tough Fiberglas fabric (*next page*), the self-hardening liquid creates a material stronger than steel by weight which can be molded into boat hulls, airplane fuselages and car bodies.

I've discovered the *longer, finer* cigarette

PALL MALL



PALL MALL's greater length of traditionally fine tobaccos *filters the smoke on the way to your throat*—gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

PALL MALL—the *longer, finer* cigarette in the distinguished red package.

Dentproof Fender CONTINUED



SOLID PLASTIC is lifted from the glass beaker into which it was poured 18 minutes earlier as a syrupy liquid. As a tiny quantity of hardener was stirred into it the liquid became extremely hot, slowly thickened and finally solidified.



MAKING FENDER, chemist pours mixed plastic and hardener on layers of soft glass cloth spread over metal fender which serves as mold (center). Thirty minutes later plastic fender has hardened completely and is lifted free (above).





WINDING IS OLD-FASHIONED

Mido
MULTIFORT
Superautomatic

IS SELF-WINDING



GIVE THE GIFT OF PERPETUAL EMOTION!

What life-long sentiment is built into each beautiful Mido self-winding watch for men and women.

And to assure long-lived pleasure, each Mido case is made to protect against dust, dirt, fumes...which damage the accuracy of ordinary watches. Nothing can enter because it's made waterproof. Naturally, if the case is opened or the crystal replaced, continued waterproof quality is assured by having these repairs made only by a skilled watchmaker using genuine Mido parts.

Shock-resistant, anti-magnetic 17 jewel precision movement assures dependable accuracy. See Mido...the last word in modern timekeeping, at leading jewelers. From \$57.50 F.T.I.

Send for Free Booklet O 128 Mido Watch Co. of America, Inc., 445-5th Ave., N. Y. 22; 410 St. Peter St., Montreal, Can.

ANTI-MAGNETIC

SHOCK-RESISTANT



Sold and Serviced
in 65 countries.



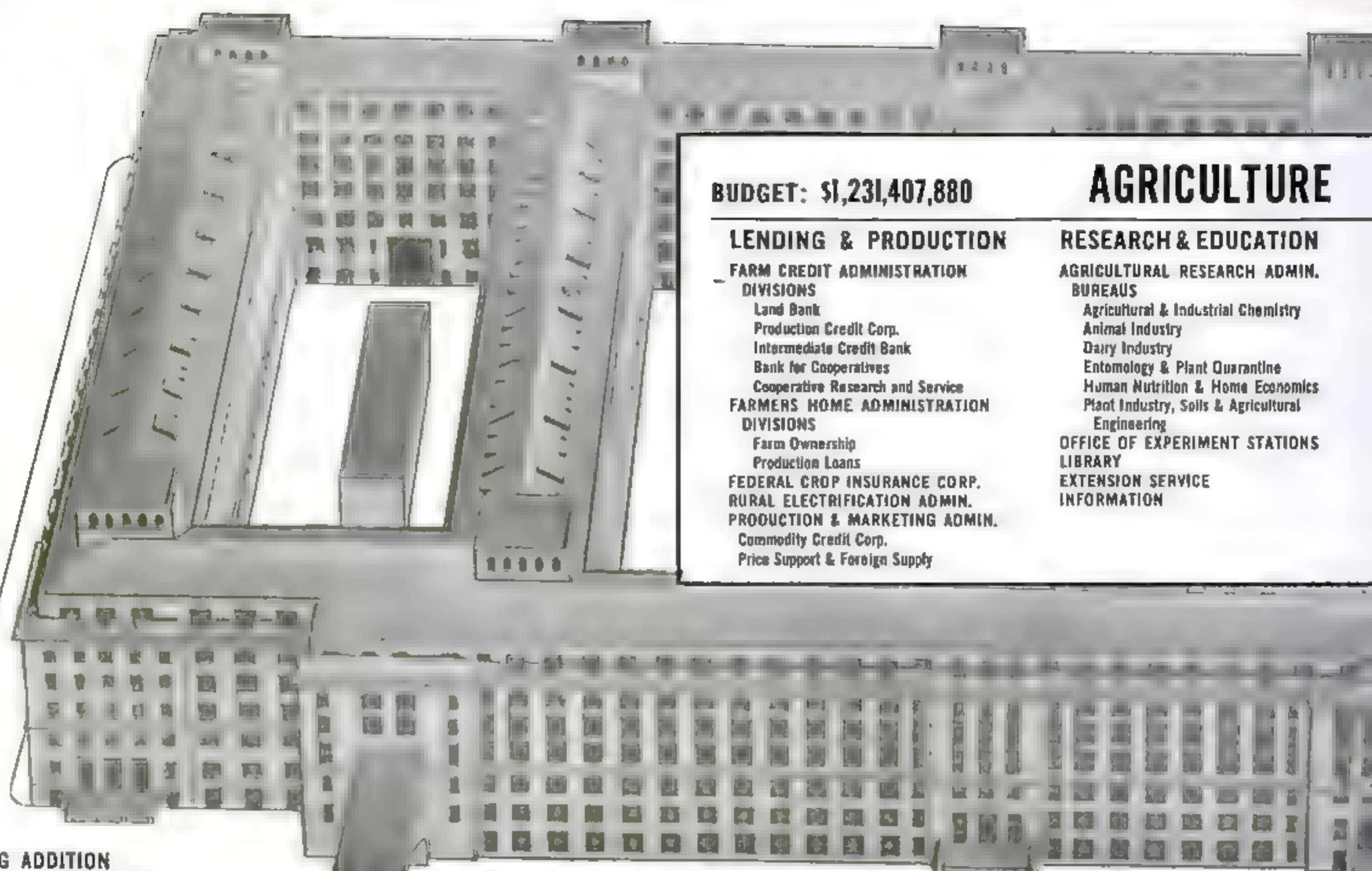
FOR ALL SPORTS



WATERPROOF

Mido
MULTIFORT
Superautomatic

PIONEERS OF SELF-WINDING WATCHES WITH MULTIPLE PROTECTION



BUDGET: \$1,231,407,880

AGRICULTURE

LENDING & PRODUCTION

FARM CREDIT ADMINISTRATION DIVISIONS

Land Bank
Production Credit Corp.
Intermediate Credit Bank
Bank for Cooperatives
Cooperative Research and Service

FARMERS HOME ADMINISTRATION DIVISIONS

Farm Ownership
Production Loans

FEDERAL CROP INSURANCE CORP. RURAL ELECTRIFICATION ADMIN. PRODUCTION & MARKETING ADMIN.

Commodity Credit Corp.
Price Support & Foreign Supply

RESEARCH & EDUCATION

AGRICULTURAL RESEARCH ADMIN. BUREAUS

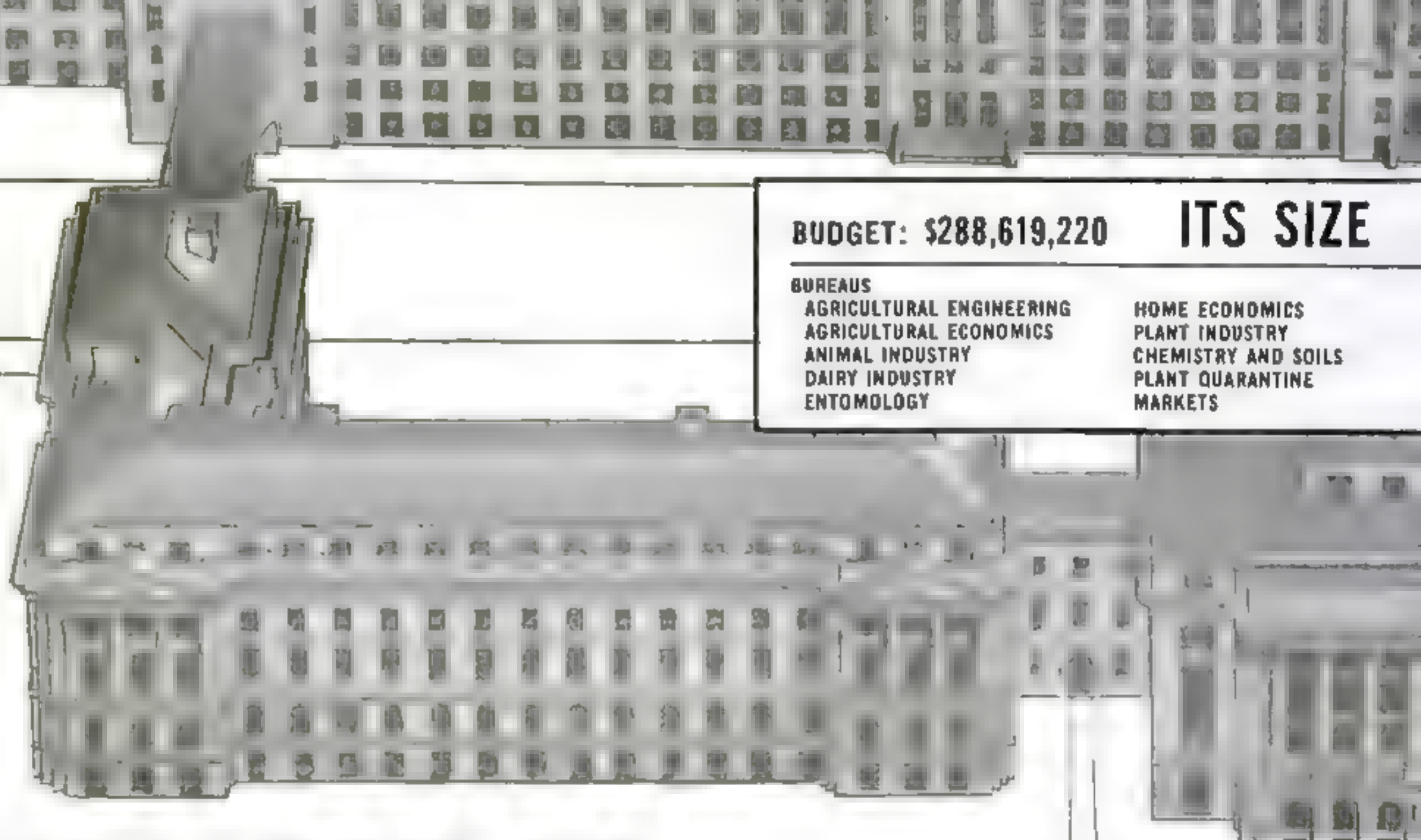
Agricultural & Industrial Chemistry
Animal Industry
Dairy Industry
Entomology & Plant Quarantine
Human Nutrition & Home Economics
Plant Industry, Soils & Agricultural Engineering

OFFICE OF EXPERIMENT STATIONS

LIBRARY

EXTENSION SERVICE INFORMATION

SEVEN-WING ADDITION
COMPLETED 1937



BUDGET: \$288,619,220

ITS SIZE

BUREAUS

AGRICULTURAL ENGINEERING
AGRICULTURAL ECONOMICS
ANIMAL INDUSTRY
DAIRY INDUSTRY
ENTOMOLOGY

HOME ECONOMICS
PLANT INDUSTRY
CHEMISTRY AND SOILS
PLANT QUARANTINE
MARKETS

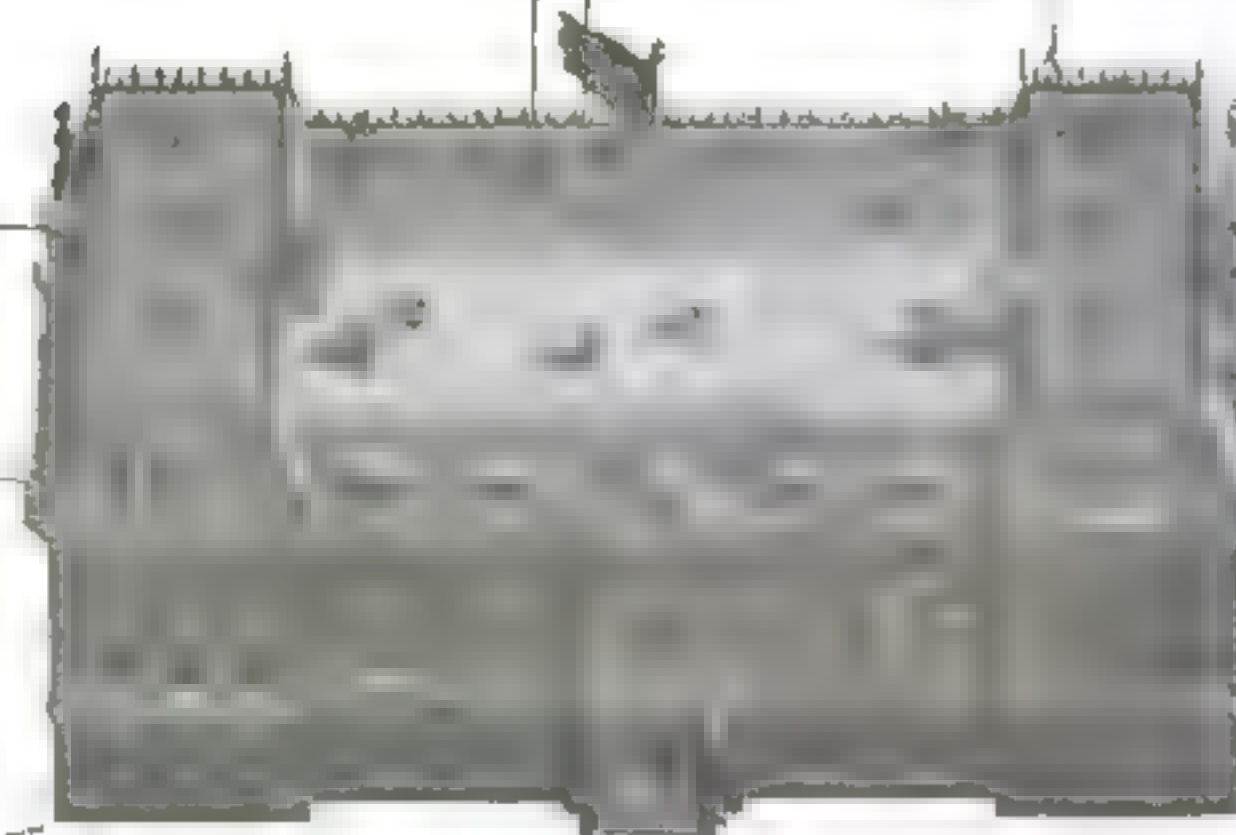
THREE FRONT UNITS
OF PRESENT-DAY BUILDINGS
COMPLETED 1930

HOOVER COMMISSION'S JOB

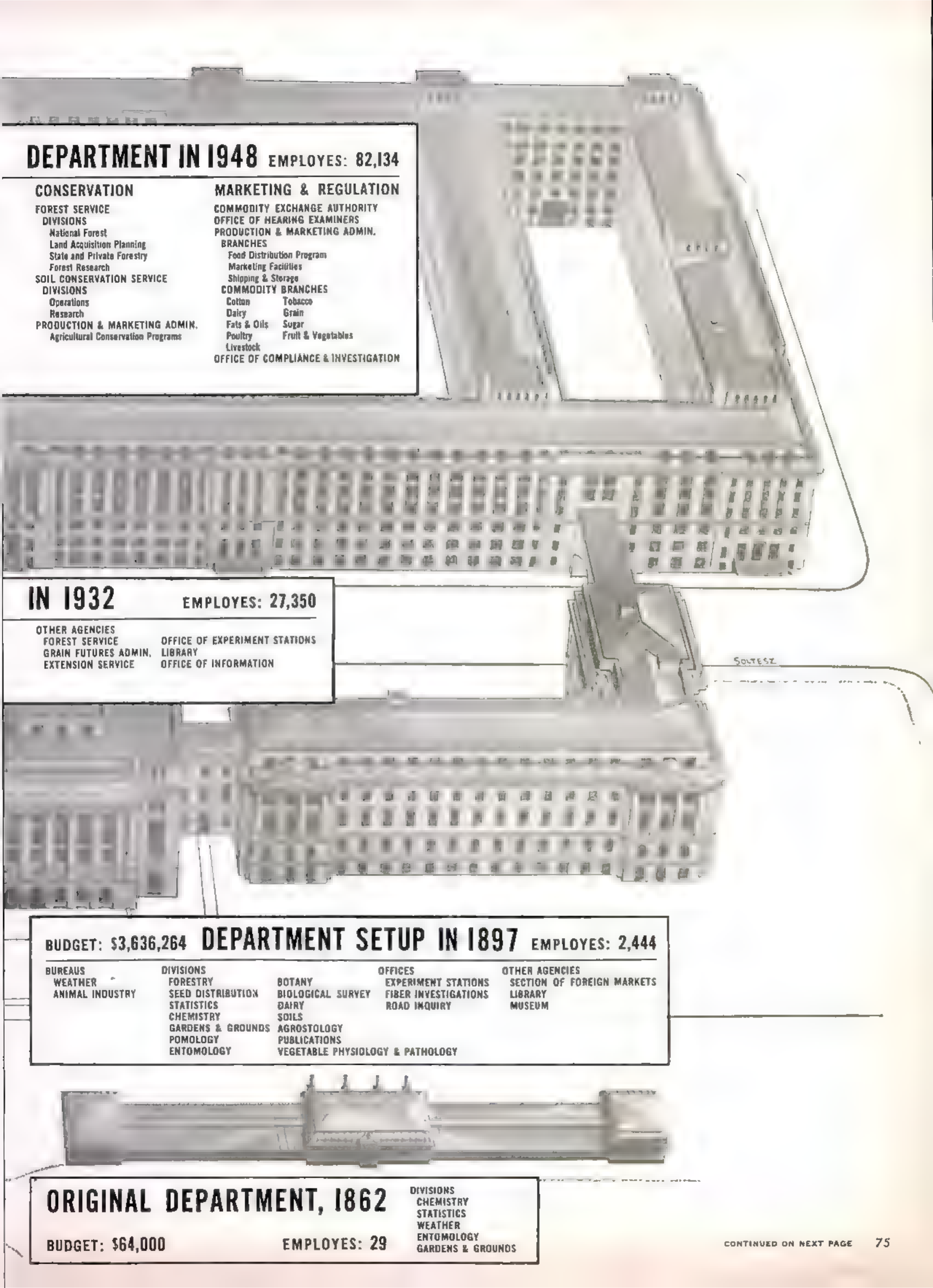
It plans to reorganize fast-growing government on business lines

The Agriculture Department, whose amazing expansion since 1862 is charted here, is not necessarily a horrible example of bureaucracy, but it is a good illustration of how the U.S. government has grown from a \$470 million-a-year business at the time of the Civil War to \$40 billion this year. Right now the government is the biggest enterprise in the land, much bigger than all the steel, automobile and radio companies combined. Yet nobody has ever satisfactorily figured out how this vast business can be run at a "profit" to the taxpayer—that is, how its bigness can be brought under control, its jobs coordinated, the overlapping bureaus (p. 76) merged and the waste eliminated.

For more than a year, however, a group of distinguished citizens has been working with ex-President Herbert Hoover in an attempt to tackle the problem. The "Hoover Commission," set up by Congress, is a bipartisan committee of 12 (p. 78). Helping it are 300 volunteer experts. Their job is to explore the whole bewildering structure of government and introduce business efficiency and accounting wherever possible. For the commission's final report, due in January, Hoover has promised "some very drastic and bold recommendations." It will then be up to Congress to decide whether the recommendations, if made law, will help give the taxpayer his money's worth.



ORIGINAL BUILDING ERECTED 1866.
GREENHOUSE WAS FOR EXPERIMENTS

An architectural drawing of the United States Department of Agriculture building, showing its large, multi-story structure with a central tower and many windows. The drawing is in a light, sketchy style.

DEPARTMENT IN 1948 EMPLOYES: 82,134

CONSERVATION

FOREST SERVICE

DIVISIONS

National Forest
Land Acquisition Planning
State and Private Forestry
Forest Research

SOIL CONSERVATION SERVICE

DIVISIONS

Operations
Research

PRODUCTION & MARKETING ADMIN.

Agricultural Conservation Programs

MARKETING & REGULATION

COMMODITY EXCHANGE AUTHORITY

OFFICE OF HEARING EXAMINERS

PRODUCTION & MARKETING ADMIN.

BRANCHES

Food Distribution Program
Marketing Facilities
Shipping & Storage

COMMODITY BRANCHES

Cotton Tobacco
Dairy Grain
Fats & Oils Sugar
Poultry Fruit & Vegetables
Livestock

OFFICE OF COMPLIANCE & INVESTIGATION

IN 1932

EMPLOYES: 27,350

OTHER AGENCIES

FOREST SERVICE
GRAIN FUTURES ADMIN.
EXTENSION SERVICE

OFFICE OF EXPERIMENT STATIONS

LIBRARY
OFFICE OF INFORMATION

BUDGET: \$3,636,264 DEPARTMENT SETUP IN 1897 EMPLOYES: 2,444

BUREAUS

WEATHER
ANIMAL INDUSTRY

DIVISIONS

FORESTRY
SEED DISTRIBUTION
STATISTICS
CHEMISTRY
GARDENS & GROUNDS
POMOLOGY
ENTOMOLOGY

BOTANY

BIOLOGICAL SURVEY
DAIRY
SOILS
AGROSTOLOGY
PUBLICATIONS
VEGETABLE PHYSIOLOGY & PATHOLOGY

OFFICES

EXPERIMENT STATIONS
FIBER INVESTIGATIONS
ROAD INQUIRY

OTHER AGENCIES

SECTION OF FOREIGN MARKETS
LIBRARY
MUSEUM

ORIGINAL DEPARTMENT, 1862

BUDGET: \$64,000

EMPLOYES: 29

DIVISIONS
CHEMISTRY
STATISTICS
WEATHER
ENTOMOLOGY
GARDENS & GROUNDS



ROLAND A. MULLER and FON JOHNSON, owners of Rose Hall Kennels, Santee, Calif., where they handle more than 500 dogs a year for show and obedience training.

WE CONDITION DOGS TO WIN AT SHOWS. DIET MUST BE PERFECT. SO WE FEED FRISKIES EXCLUSIVELY

DOG MEN SAY: "Feed Friskies"

YOUR DOG may not have to win at shows, but still should have healthy condition, sound teeth, glossy coat and frisky vitality. Take the advice of successful experts...Feed Friskies! 15 years of professional use prove that Friskies is a complete dog food, scientifically balanced for total nourishment. Dogs love the "meaty" taste and smell of Friskies. Yet Friskies costs far less to feed than "canned" dog foods (which contain up to 74% moisture—Friskies under 10%). Keep your dog frisky with Friskies—and save money besides!



PAT O'BRIEN

STAR OF RKO'S

"The Boy With Green Hair"

See "Here's Sheila, my collie colleen. And is she lovely? It's Friskies that keeps her so sleek and full o' the devil."

Friskies
DOG FOOD
MEAL
A Complete Food

Friskies
DOG FOOD
CUBES
A Complete Food

Feed Both
for Variety

KEEP YOUR DOG FRISKY WITH

Friskies
A CARNATION QUALITY PRODUCT

Hoover Commission CONTINUED

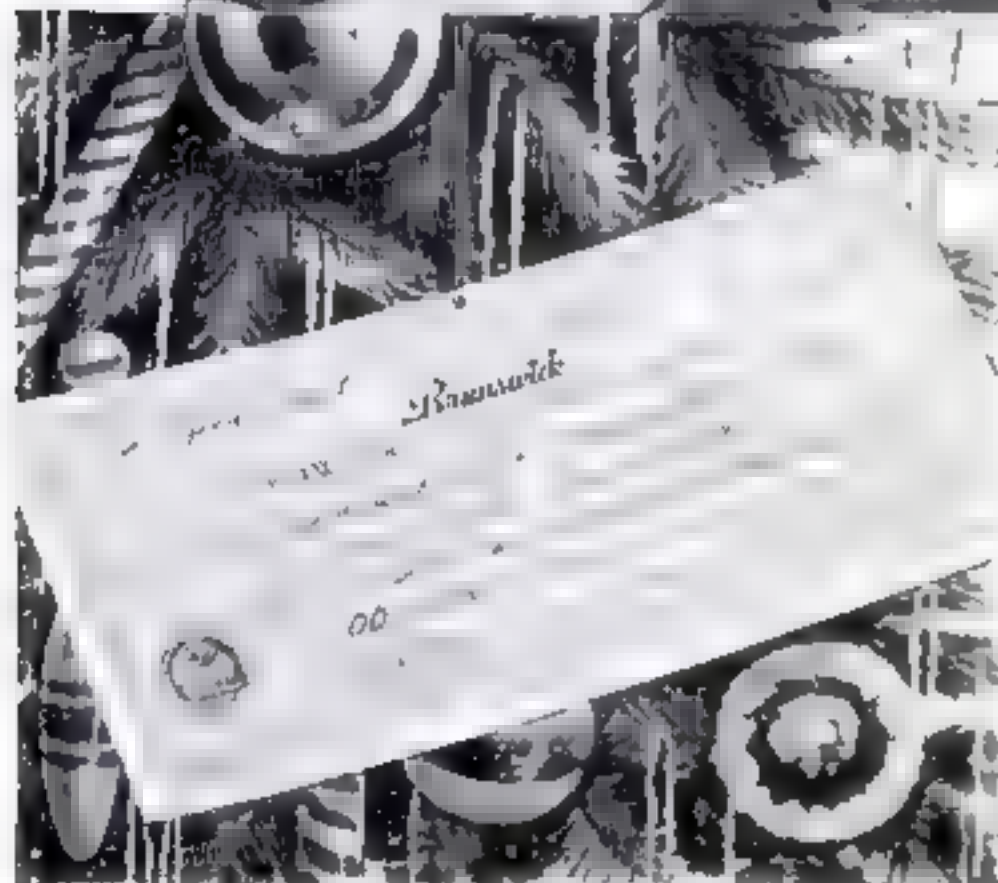
ALL THESE MAKE U.S. LOANS



LENDING AGENCIES are identified by above signs. All these plus 12 others make government loans. Hoover Commission hopes to end such overlapping.

CONTINUED ON PAGE 77

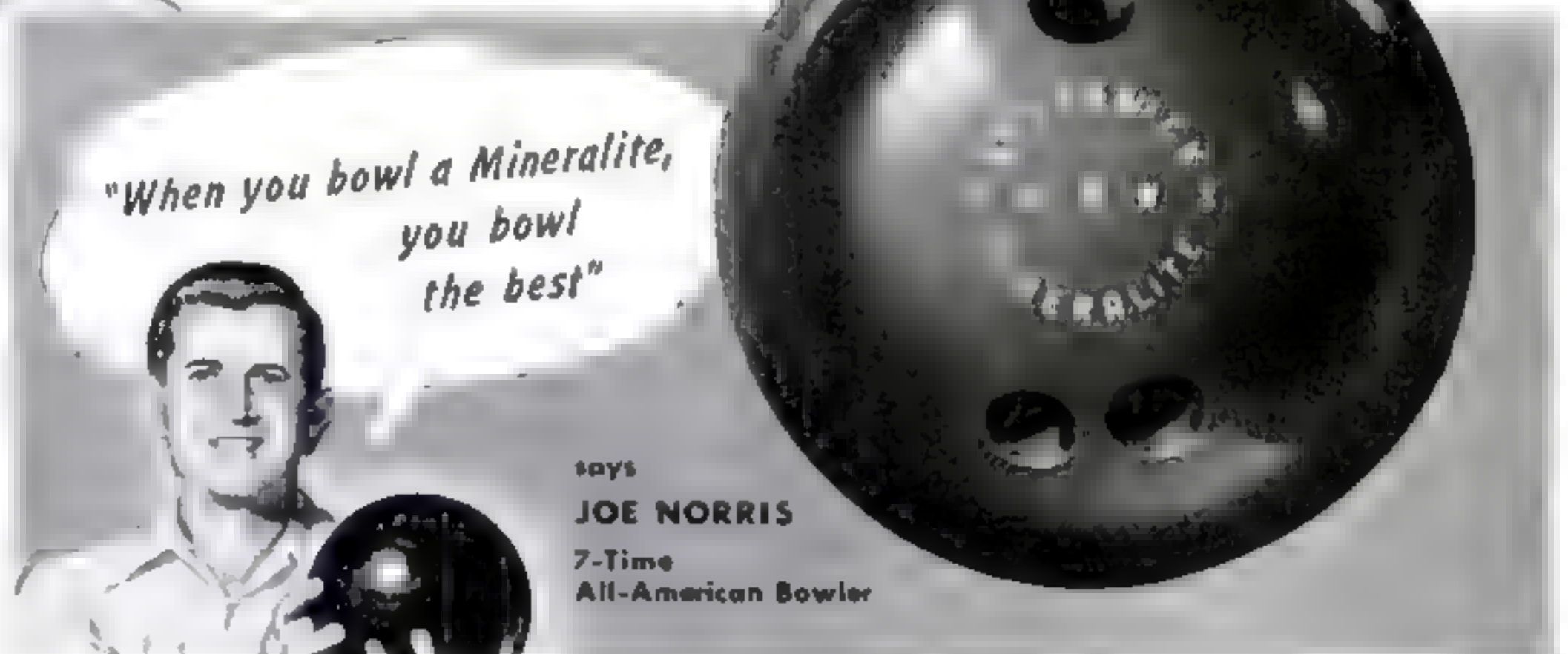
"Looks like they all want the same thing!"



... THE BOWLING BALL WITH

DYNAMIC BALANCE*

BRUNSWICK MINERALITE†



So easy to give! A Brunswick Mineralite is easy to give ... fun to give ... through a Brunswick Gift Certificate from your bowling proprietor or dealer. When it's redeemed after Christmas, a Mineralite ball will be perfectly fitted. Remember, you can also give Brunswick bags and bowling shoes the easy Gift Certificate way.

Santa's right! They all want the Brunswick Mineralite with Dynamic Balance. It's the most popular bowling ball in America. Dynamic Balance is "balance in motion." It is scientific magic in the ball that makes the Mineralite roll smoothly, steadily up the lane ... right on the beam. It adds scoring

punch and strike power to the game. No wonder it's the choice of champions and average bowlers alike. Bowlers will thank you for this gift and really mean it. From \$21.95 —Ned Day Grip 75c extra.

* Available in all medium and heavy weight Mineralite Balls.
† Trade Mark



"This Christmas give a Brunswick Ball and Shoe Bag," says Ned Day, 1948 ABC All-Events Champion. "It helps the bowler care for his Mineralite as he carries it—and it's a smart addition to anybody's luggage. There's a wide variety of styles in fabrics or fine leather." From \$3.95, plus Fed. Exc. Tax.



"My suggestion for a bowler's Christmas is a pair of Brunswick Bowling Shoes," says Catherine Fellmeth, famous champion. "They're designed to give perfect support, eliminate fatigue and help give that smooth balance and rhythm for proper footwork. Styles for men, women and children." From \$6.95.



"Kids love to bowl," says Andy Varipapa, National Match Game Champion. "Start 'em young with a Junior Mineralite, the bantam weight ball they can really call their own. You'll have a lot of fun and good exercise together." In Black or Tri-Color. From \$14.95.

Brunswick Balls, Bags and Shoes Available at Leading Bowling Establishments, Sporting Goods, Jewelry and Department Stores

BOWL MORE OFTEN...
HAVE MORE FUN...

BOWL Brunswick

THE NO. 1 NAME IN BOWLING

THE BRUNSWICK-BALKE-COLLENDER COMPANY • CHICAGO 5 • BRANCHES IN PRINCIPAL CITIES



**MOLLY MCGEE SAYS—
"I'M GIVING FIBBER
EDGEWORTH
FOR CHRISTMAS!"**

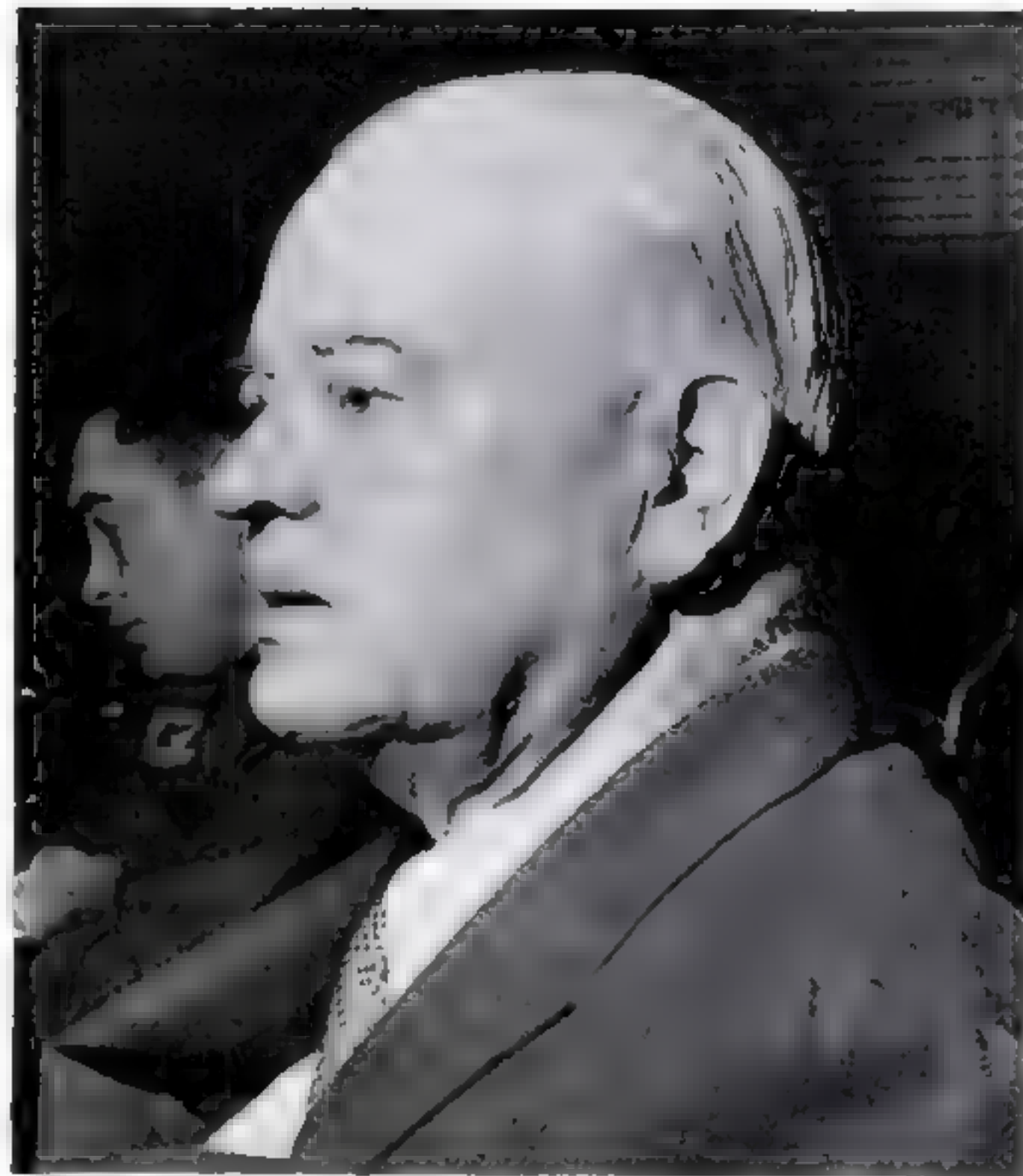


Also Sold in Seal-Bek
Moisture-proof Pocket Pouch
Only 15c

**Give EDGEWORTH and you give
AMERICA'S FINEST PIPE TOBACCO**

TUNE IN FIBBER MCGEE & MOLLY • NBC NETWORK • TUESDAY NIGHTS

Hoover Commission CONTINUED



HOOVER TELLS A PRESS CONFERENCE COMMISSION CAN SAVE "BILLIONS"

CHAIRMAN WORKS HARD AT 74

Although the only living ex-President is now 74, he has proved an indefatigable commission chairman. He has devoted at least half his time to commission work, often starting with a business breakfast at his apartment in New York's Waldorf Towers, and is currently holding all-day meetings two or three times a week in Washington. He is also doing his best to keep the commission nonpartisan in spirit as well as membership.

Recently Mr. Hoover told newsmen, "I know the politics of only a few [of our workers]. I might mention that I woke up to the fact that one committee was composed of seven Democrats, including the chairman. Just for protection from assaults from my own party, I suggested to the chairman that he ought to have one Republican, and he went and found one." Although the commission was set up by a Republican-sponsored bill, it has conducted itself in such a way that President Truman again publicly announced his support immediately after election.



COMMISSION members are (left to right) Defense Secretary Forrestal, ex-Civil Service Commissioner Flemming, ex-Assistant Attorney General Rowe, Professor James K. Pollock, George H. Mead, Hoover, ex-Under Secretary of State Acheson, Congressmen Clarence J. Brown and Carter Manasco, Senators Aiken and McClellan. Not present here is ex-Ambassador Joseph P. Kennedy.

GIVE

The Only Razor

**EVER CREATED TO MAKE
LEGS LOOK MORE BEAUTIFUL!**

What an inspired gift idea—for Christmas...for birthdays...for any gift occasion!

Never before a razor like this! One glimpse at Eversharp's new Fashion Razor—and all ordinary razors appear old-fashioned! It's the quickest aid to that well-groomed look since the invention of lipstick!

...It's the first and only woman's razor ever designed at just the right angle to slick away unwanted hair on legs and underarms—even if you don't use cream or lather. No scraping, no roughened skin. Positively does not promote hair growth or coarseness!

...The only razor with Automatic Blade Changer. You can't nick your fingers. No blade handling. Nothing to unwrap! So easy to clean!*

The only razor smart enough for your dressing table! Get your Fashion Razor today...for yourself, for gifts!

P.S. LEGITIMATE LARCENY! It's smart to snatch your husband's Eversharp-Schick Injector blades for your Fashion Razor!

***PUSH, PULL—CLICK, CLICK!**
The only woman's razor in the world
with Automatic Blade Changer!



- Ⓐ The FASHION RAZOR — \$395
(With 10 Blades)
- Ⓑ Introducing the DEB — \$249
(With 10 Blades)

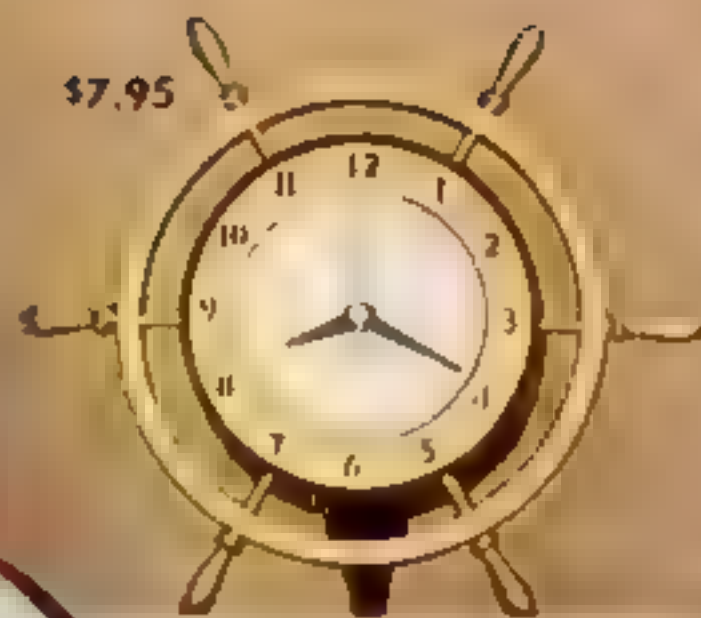


At Home Fashion by Dorine Jaber

new... dazzling
Fashion Razor
BY **EVERSHARP** SCHICK

Gifts they'll use are fun
to choose... exciting
electric time by Telechron

\$7.95



\$7.95



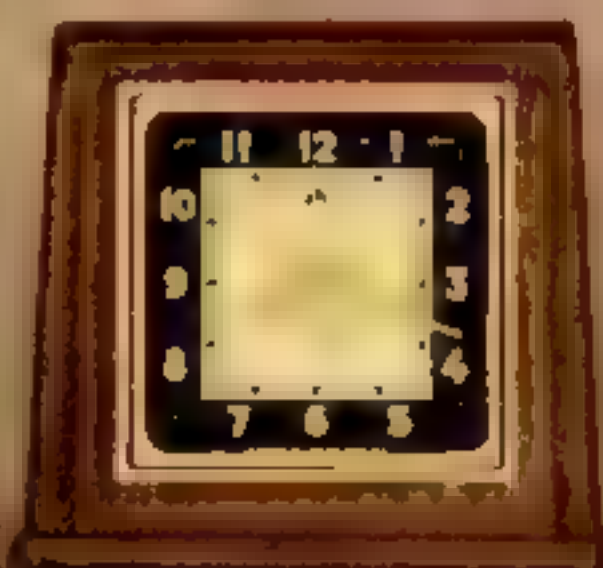
\$4.95



\$5.95



\$9.95



\$7.95



\$6.95



\$14.95



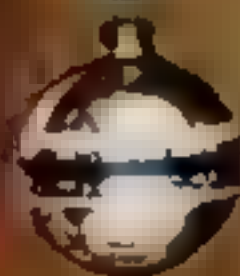
\$7.95



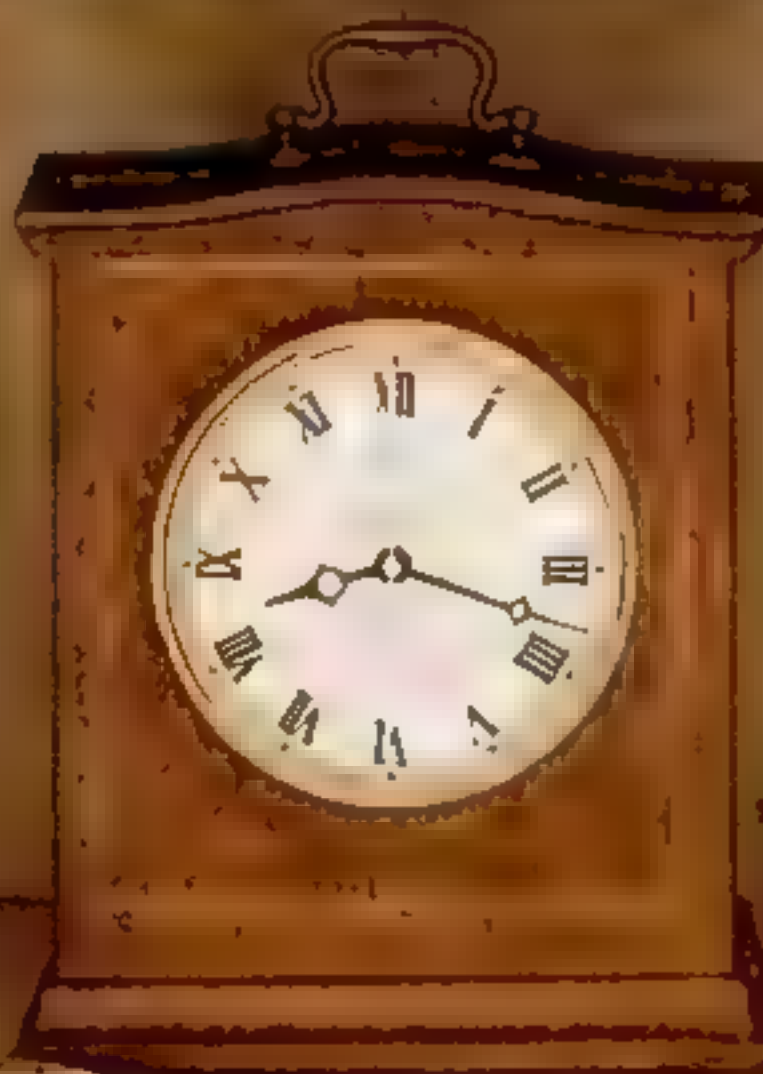
\$7.95



\$5.95



\$32.00



\$14.95





DEAN STOCKWELL as THE BOY WITH GREEN HAIR



All prices plus tax. Prices and specifications
subject to change without notice. Telechron Inc.,
Ashland, Mass. A General Electric Affiliate.
*includes tax. Price of Musalarm slightly higher in far west

\$39.95*



Telechron

REG U S PAT OFF

ELECTRIC CLOCKS



DORE SCHARY OF M-G-M



HOWARD HUGHES OF RKO

GREEN HAIR TROUBLE

Hollywood titans wage a battle over a modest little movie with a message

The movie moguls above and the astounded youngster on the opposite page are the principals in Hollywood's battle of the year. This particular battle concerns *The Boy with Green Hair*, a picture about a boy who is ridiculed and persecuted because of his physical oddity. It is part of a permanent controversy: should pictures have messages? What kind of messages? Whose messages?

A "message" in Hollywood jargon is a kernel of real or synthetic "thought," some purposeful or forward-looking ideological baggage added to the standard load of melodrama or comedy. Dore Schary, who used to be head of production at RKO, had made one message profitable in *Crossfire* (LIFE, June 30, 1947) and saw a chance to put over another when he read *The Boy with Green Hair*, a story by Betsy Beaton. It concerned a boy whose hair changed to grass, in illustration of a passage from the Book of Revelation. Schary's script-writers killed off the boy's parents, changed the grass to green hair, introduced a singing-waiter guardian, got rid of the Book of Revelation and added a couple of messages. They paid Eden Ahbez \$10,000 for the use of his song *Nature Boy* as background music; this was considerably more than Miss Beaton was paid for the story.

When the film was completed, RKO had been bought by Howard Hughes, the millionaire playboy and plane designer. Hughes hates messages—his pictures have always been concerned with simple and fundamental things like death (*Hell's Angels*), crime (*Scarface*) and sex (*The Outlaw*). A crew of skilled technicians was turned loose with orders to blast the message out of *The Boy with Green Hair*. They reshoot some scenes, rewrote much dialogue, but after spending thousands of dollars (no one will say how many) the results were dispiriting. Finally Hughes agreed to go back to the original version, and that is what moviegoers will see on the screen when it is released.

Most people will probably wonder what the fuss was all about. The film does have a message, in fact two messages: that people should not be discriminated against because of superficial physical differences (e.g., green hair), and that wars are wrong because they create human suffering. These explosive ideas are so bathed in gentle humor and fantasy and pretty Technicolor and cloying music, and the story moves around so haphazardly that no one should be violently affected. Anyway, the whole family will probably have a good time at the show.

Schary is now head of production at M-G-M, presumably preparing more message pictures. Hughes is preparing a movie called *I Married a Communist*. It will be interesting to see how he intends to keep a message out of that one.

CONTINUED ON NEXT PAGE

If carving a roast
frightens the host!



5-Piece Set. Flint-Stop handles.
Flint Stainless Vanadium blades.
Packed in rich, walnut chest. At
leading stores everywhere, \$24.95

Give him an
EKCO FLINT

STAINLESS VANADIUM CARVING SET

Prices slightly higher in West

Non-carving husbands carve with the savoir-faire of a "captain" at the Ritz when they have an Ekco Flint Carving Set at hand. Flint blades are made of sensational new stainless vanadium, world's best cutlery steel, Hi-Arc hollow ground*. And their ever-sparkling stainless finish stays bright forever. Perfect gift for any man.

*Hi-ARC Hollow Ground—far up into the blade—provides extra sharpness at the start . . . and the keener edge lasts longer.

OTHER SETS FROM \$5.95 TO \$19.95. Choice: simulated stag, or lustrous plastic handles, in chests or handsome holders.

Another Great Product by **EKCO**

EKCO PRODUCTS COMPANY . . . CHICAGO 39, ILLINOIS

Evans Slippers

HAND TURNED

Ambassador



...your guide to the best in men's slippers

Senator



always the greatest gift in the world for a man

Cherokee



found the year around in good stores everywhere



L. B. EVANS' SON COMPANY
WAKEFIELD MASSACHUSETTS

Green Hair CONTINUED



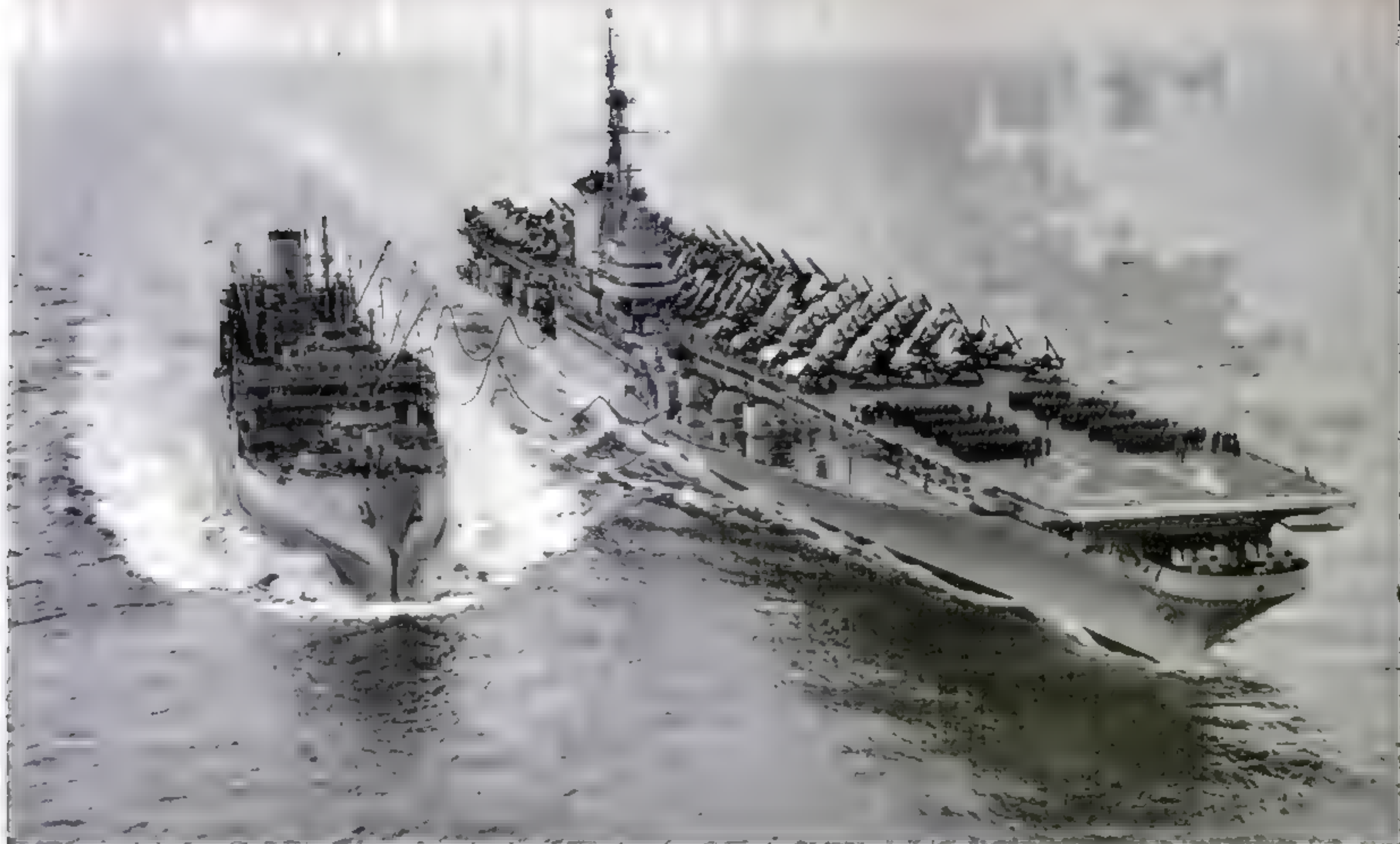
WAR ORPHANS appear to the boy with green hair in a fantasy sequence. They appear to have stepped out of posters calling for aid to children of all war-scarred countries and they tell the boy he must urge people to end wars.



FIRST SIGHT of the green hair calls forth admiring giggles from the girls as the boy goes to visit the doctor with his guardian (Pat O'Brien). But the boys at school persecute him because his hair is a different color from theirs.



GREEN HAIR IS CLIPPED near end of film. The film's appeal for tolerance led to rumors around Hollywood that it was leftist propaganda, especially after Louella Parsons inadvertently referred to it as *The Boy with Red Hair*.



A U.S. TANKER FROM NORFOLK, VA, REFUELS THE CARRIER "FRANKLIN D. ROOSEVELT" WHILE BOTH SHIPS ARE UNDER WAY IN THE EASTERN MEDITERRANEAN

FRIENDLY FLEET

The Navy pays some social calls and gets some useful experience

Although the U.S. Navy has both the force and the right to sail the seven seas, it has conducted training maneuvers this year in the relatively confined waters of the eastern Mediterranean. One reason for this is to dramatize U.S. aid to nations resisting Communism (*opposite*). Another is to give the fleet practice in operating far from U.S. land bases (*above*). A third is purely friendship.

In the last few months, units of the Sixth Task

Fleet under Vice Admiral Forrest P. Sherman have visited more than 20 ports in North Africa, Italy, France, Greece, Turkey and other parts of the Near East. Citizens of these Mediterranean nations have found a good deal of reassurance in the occasional presence of U.S. warships (*next page*). They also have been glad to welcome American personnel ashore—not only for friendship's sake but for hard U.S. dollars that sailors love to spend.

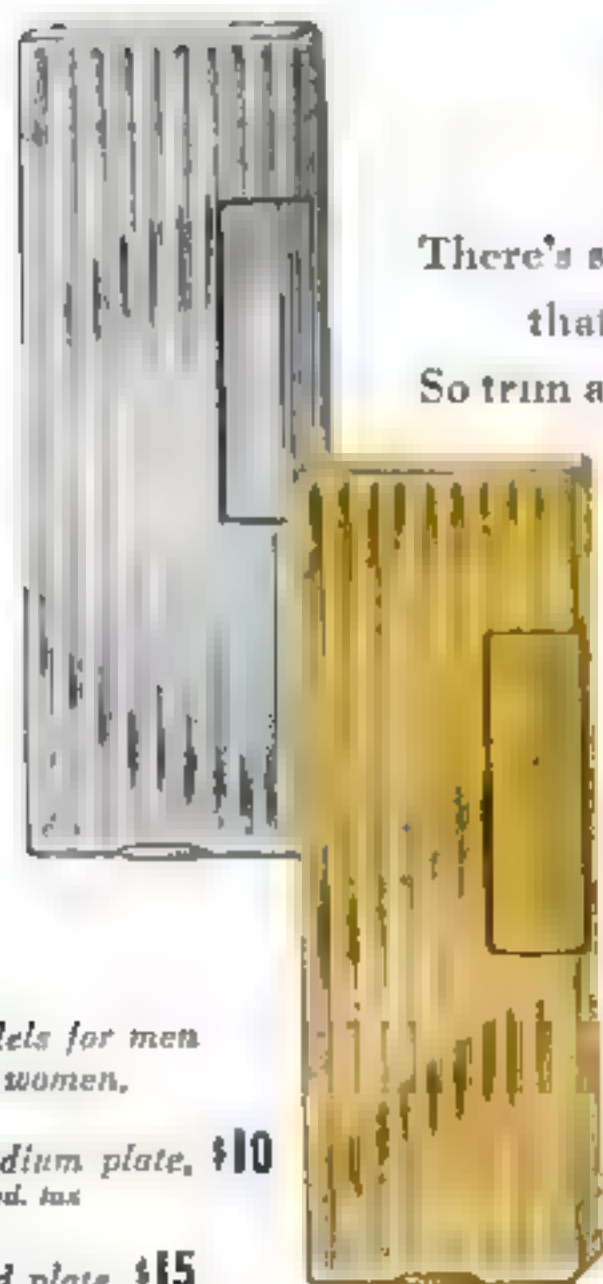


← GREAT CARRIER "ROOSEVELT" and the U.S. cruiser *Albany* lie at anchor at Piraeus, the colorful Greek port which is Athens' gateway to the Mediterranean.

NINETEEN-GUN SALUTE is fired in honor of U.S. Ambassador to Greece after Admiral Sherman's flagship, the cruiser *Albany*, drops anchor off Piraeus (*background*).



someone
you
know
is hoping
for a
dunhill



Models for men
and women.

Rhodium plate, \$10
no fed. tax

Gold plate, \$15
plus fed. tax

For perfect service use Rollalite flints and Dunhill Benzique.

There's something about a Dunhill
that makes eyes light up, too!
So trim and slim and uncluttered in
design . . . So sure and
smooth and effortless
in action. A marvelous
mechanism in a beau-
tiful case . . . the perfect
lighter for lifetime
service. Give Rollalites
to the favorite smokers
on your list . . . At
fine stores everywhere.

Alfred Dunhill,
660 Fifth Ave., N. Y.

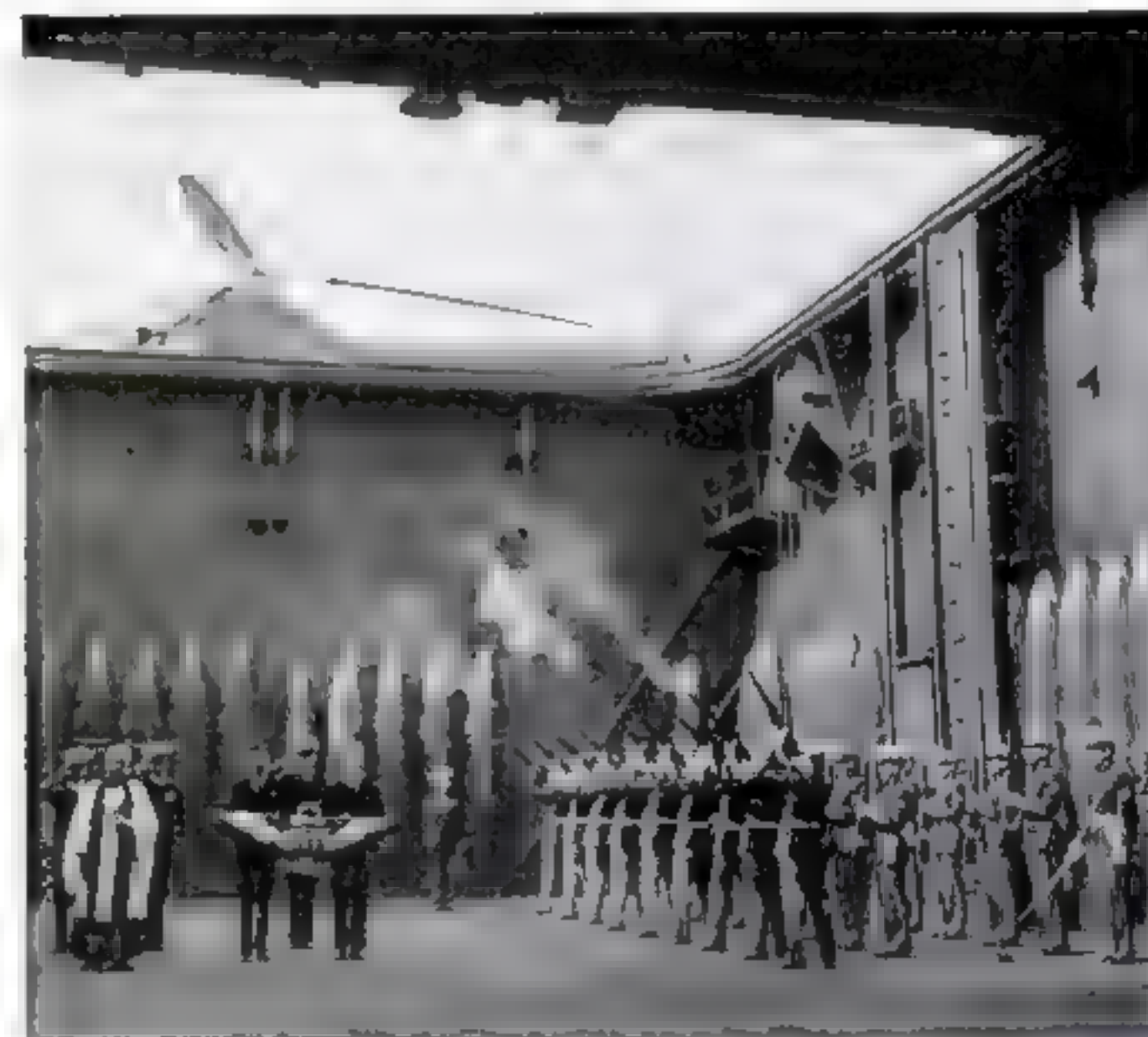
Friendly Fleet CONTINUED



GREEK WELCOME is extended to Vice Admiral Sherman (right) by ex-Navy Minister Sakellariou (left) and U.S. adviser Lieut. General Van Fleet.



GREEK HOUSEWIFE hangs out family's socks on a Piraeus balcony overlooking harbor where units of the Sixth Task Fleet swing slowly at anchor.



SHIPBOARD FUNERAL reminds Americans that even in maneuvers people sometimes get killed. The services on carrier elevator are for a Navy flier.



But bread, fruit bread, muffins . . . the delicious kinds of bread are practically endless . . . at the store or to bake at home.

Here's "Go" for the Holiday Hustle

6-way nourishment

from ENRICHED BREAD and FLOUR



WHAT EXCITING VARIETY your baker offers! New treats in breads, rolls, cookies! And they're all highly nutritious when they're enriched. Ask your baker when you buy, "Is this enriched?"



SERVE PLENTY OF BREAD . . . every day, at mealtime, at snack time. It's delicious, and so economical. There's a panel that says "Enriched" on enriched white bread. Look for it on every loaf you buy.



HOT FROM YOUR OVEN come those home-made biscuits, muffins, cakes, cookies that delight your family and guests. At your grocer's, always buy flour labeled "Enriched" . . . be sure of that added 6-way nourishment.

BREAD is always in the foreground when it comes to the food energy you need these hurry-up days. So satisfying, so inexpensive, so easy to serve in dozens of ways. It's our cheapest and best source of food energy.

But that's not all! Read those flags up there. From modern enriched bread and from other foods made with enriched flour you get 6-way

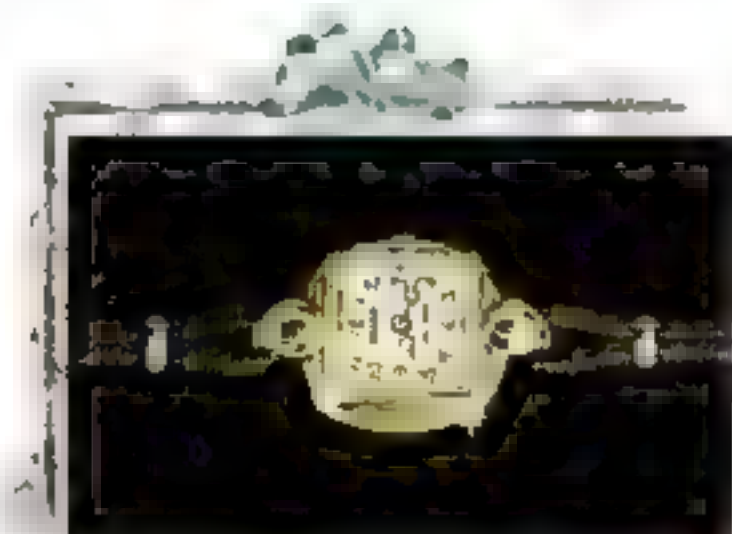
nourishment . . . six really valuable contributions to the all-round balanced diet you and your family need for buoyant health.

"IS BREAD FATTENING?" Not a bit more so than any other food of equal energy content. Nutritionists point out that the carbohydrates of bread are readily and easily converted into energy which is then used by the body as needed.

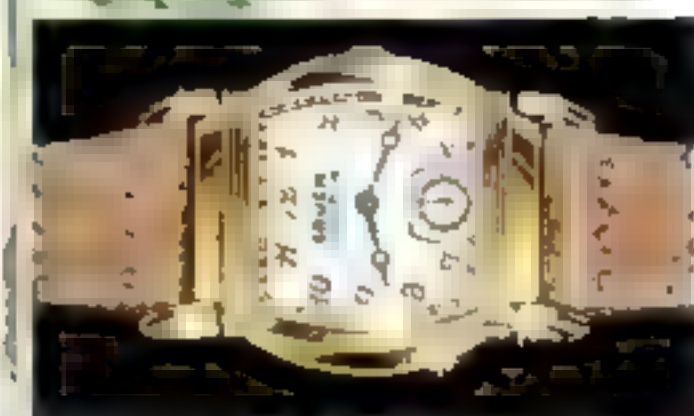
WHEAT FLOUR INSTITUTE

The nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.





Veri-Thin Mode, \$33.75



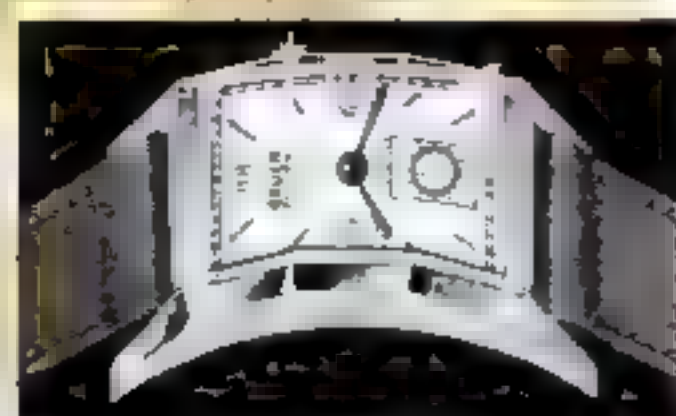
Veri-Thin Dexter, \$37.50



Veri-Thin Apollo, \$49.75



Veri-Thin Celestine, 2 diamonds, \$125.00



Curvex Executive, diamond dial, \$200.00



Curvex Baron, \$62.50

Gruen, America's choice since 1874, is the official timepiece of Pan American World Airways



Curvex Crescent, \$62.50



Autowind Triumph, self winding, \$71.50



Veri-Thin Marquis, \$175.00



Veri-Thin Joan, \$55.00



Veri-Thin Lovelle, 8 diamonds, \$225.00



Veri-Thin Margot, 2 diamonds, \$87.50



Veri-Thin New Yorker, \$59.50

Wrap
up
a
thrill...

give a GRUEN watch this Christmas

A part of your heart is wrapped up forever in your gift of a fine Gruen watch. Whatever ties may bind you, whatever words are spoken, the gift of a Gruen will draw you closer; now and for all time. For this is the gift superb...the gift of lasting pride and delight. You may choose the famous Curvex, with the patented Curvometric® movement, or the thin, thin Veri-Thin®. Each beautiful Curvex and Veri-Thin model is a singular achievement of craftsmanship and dependable timekeeping. From \$33.75 to \$5000, federal tax included. See your Gruen jeweler today and wrap up a Gruen...for an unforgettable Christmas thrill. The Gruen Watch Company, Time Hill, Cincinnati 6, Ohio. In Canada: Toronto, Ont. For cherished gifts, consult your jeweler.



WHITE CHRISTMAS?

Whipped Cream

U-m-m-m!

FRUIT COCKTAIL and WHIPPED CREAM

COLORFUL as a Christmas tree! Yet eat as can be. Here's an idea... yes, as a frosty morning... festive Fruit Cocktail, snow capped with banks of luscious WHIPPED CREAM. It's the holiday look... just festive... yes, it's WHIPPED CREAM for a white Christmas, and a merry one. Simple, quick, wonderful like this.

FESTIVE FRUIT BOWL

Chill several cans of Fruit Cocktail. Open and drain (Save juice for Valentine beverages). Place fruit in chilled fruit bowl. Garnish with lavish earland of WHIPPED CREAM. Place a rosette of WHIPPED CREAM in center. Top with a cherry. U-m-m-m what a treat!

Hold any or any day, there's something about WHIPPED CREAM that makes for special occasions. And it's so easy to get... so simple to use... so tasty in every use. Try it on cakes, pies... at any festive... or in salads, casseroles, coffee too. Especially at holiday time... dress up your very best dishes with the fluffy goodness of WHIPPED CREAM.



Combine your favorite mayonnaise with WHIPPED CREAM... two parts WHIPPED CREAM to one of mayonnaise. Cold Fruit Cocktail. Drain. Fold gently into CREAM mayonnaise. Add a few shredded salted almonds. Serve on lettuce. Top all with WHIPPED CREAM.



Drain 1 cup canned fruit cocktail. Add 1 teaspoon per quart extract. Chill. Spread over bumps of vanilla ice cream. Top with WHIPPED CREAM. Wonderful smooth!

Cream for Christmas

FIRST
IN
FOODS

AMERICAN DAIRY ASSOCIATION
20 N. Wacker Drive Bldg., Chicago 6, Illinois
"Voice of the Dairy Farmer"



RADIANT HEAT FROM GLASS TRAY FRIES EGGS, MAKES TOAST AND WARMS COFFEE BUT DOES NOT BURN GIRL'S FINGERS. GLASS WALL PANEL (RIGHT) HEATS ROOM

HOT GLASS

It can be used to dry clothes,
cook breakfast or warm a house

The girl in bed above is cooking with glass. In her lap is a new type of electric breakfast tray made of hot glass on which she is making toast, warming coffee and frying eggs. Although the tray radiates enough infrared heat to cook, its surface does not scorch clothes or burn fingers. Its heat source is electricity which flows through long aluminum ribbons buried in the glass.

Hot-glass panel heating can be used in many

household appliances (pp. 94 and 97). But its most important use is in homes and office buildings where its radiant heat is clean and healthful. Unlike some electrical heating systems, it is almost as cheap to run in many localities as an ordinary furnace. It is also less expensive to install. Homeholders can cut heating costs further by using the panels as if they were electric lights—switching them off when rooms are temporarily unoccupied.



MARK TWAIN Shirts
at Christmas mean
MANY THANKS all year long

What's your pleasure, sir? Spread collar? French cuffs? Regular collar? Just name it . . . and you'll find it in the wonderful Mark Twain line with its choice of almost unending fabrics, colors and styles. Illustrated here are but two. (A) is a dressy white broadcloth with spread collar and French cuffs. (B) has Mark Twain's famous regular collar and barrel cuffs. In white and colors.

Write Dept. "W" for Dealer's Name
Mark Twain Shirts \$3.50 to \$5.95
Sport Shirts \$3.50 to \$8.95

Buy by
name -
buy... **MARK TWAIN**
Shirts

ELDER MANUFACTURING COMPANY • SAINT LOUIS
Manufacturers of MARK TWAIN SHIRTS for Men
and TOM SAWYER Apparel for Real Boys

Hot Glass CONTINUED



HEAT LAMP AND HAIR DRIER are made of hot glass. Lamp (left) is very efficient and is preferred to bulb-type heat lamps in several large hospitals.



GLASS HEATS OFFICES in building on East 35th Street in New York City. Panels appear under the windows. They swing out to become heat trays.



PORTABLE HEATER heats from both sides, will not burn blanket thrown on it. The glass is almost unbreakable. A hammer blow will merely crack it.

CONTINUED ON PAGE 87



Give "A Sweet Story"

(to a sweet someone!)

What a delightful book of dandy candy... Life Savers!

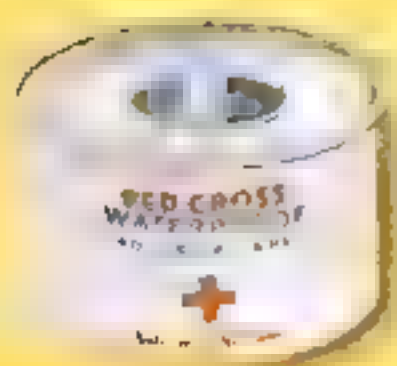
Twelve handy rolls! Every luscious Life Savers flavor! Kids and grownups will *love* to browse through this beautiful gift book at Christmas!

At candy stands everywhere . . . sixty cents.

LIFE SAVERS



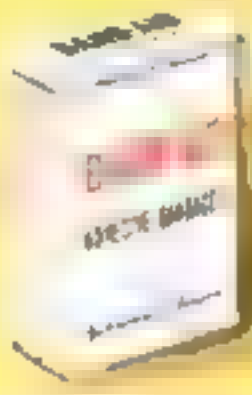
"Mommy always says you're safe when you use Johnson & Johnson"



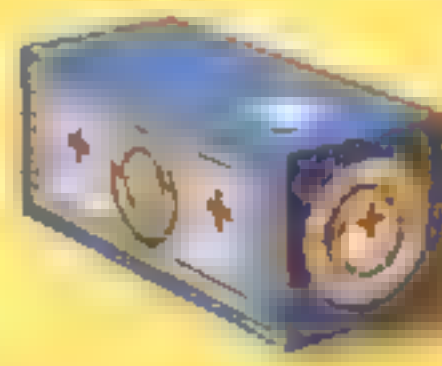
Exclusive formula. Red Cross® Adhesive Tape is made of an exclusive formula which has been exhaustively tested and found to have the best sticking properties. Red Cross® Adhesive Tape has long been the outstanding leader in its line.



Absolutely sterile. Of all brands using sterile gauze pads, more than 80% of them are Johnson & Johnson Red Cross® Sterile Gauze Pads. Each pad is wrapped in a sterile envelope; this assures you that you are getting the best.



BAND-AID® Adhesive Bandages are the most widely used and most trusted brand of adhesive bandages. They are widely used by doctors, nurses, and the general public.



Red Cross® Cotton is made of the finest cotton which is carefully selected and processed. It is the most trusted brand of cotton in the world.



Neater Dressing. Red Cross® Neater Dressing is a new type of dressing which is easy to use and gives a clean, neat appearance. It is the most trusted brand of dressing in the world.

*The Johnson & Johnson Company, New York, N.Y.

Johnson & Johnson... the most trusted name in surgical dressings



CLOTHES DRIER with hot glass panel in bottom will hold all the clothes strung on the 75 feet of line shown above it. Drier costs \$100. Glass panels are made by Continental Radiant Glass Heat Corporation of New York City.

"Wasn't there an Old Father Hubbard, too?"



"Why do you ask that, Joan? This is the story of Old Mother Hubbard."

"Yes, I know, but if there was a Father Hubbard, would her cupboard still be bare?"

"It shouldn't be. Of course, Old Father Hubbard might have died before this story was written, but it's the Daddy's job, in every family, to make sure there's always enough to eat . . . whether he's around or not."

"Will Mommy and I always have enough to eat?"

"Of course, Honey. You and Mommy will have all the food you need, no

matter what happens. You can keep on living in this nice house, too, and have plenty of pretty dresses to wear."

"Gee, I'll bet you're the smartest Daddy in the whole world, to fix all that!"

Any "Father Hubbard" could take a tip from Joan's father, and benefit from Mutual Life's Insured Income Service. It's the practical, economical way to achieve financial security for the entire family. What's more, it provides a comfortable retirement income for Father Hubbard, too!

Let the Mutual Life career Field Underwriter in your community explain how Insured Income can help you.

YOUR Social Security

WORTH \$3,000 OR \$13,000?

SEND FOR FREE BOOKLET—Learn the facts of Social Security . . . how it teams with your life insurance. If you live in the U. S., mail the coupon below. You'll also receive a handy file to keep official records you, or your wife, may need later to collect benefits without costly delay.



THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

34 Nassau Street

New York 5, N. Y.

Yes, I would like your FREE Social Security booklet. — L-51

NAME.....AGE.....

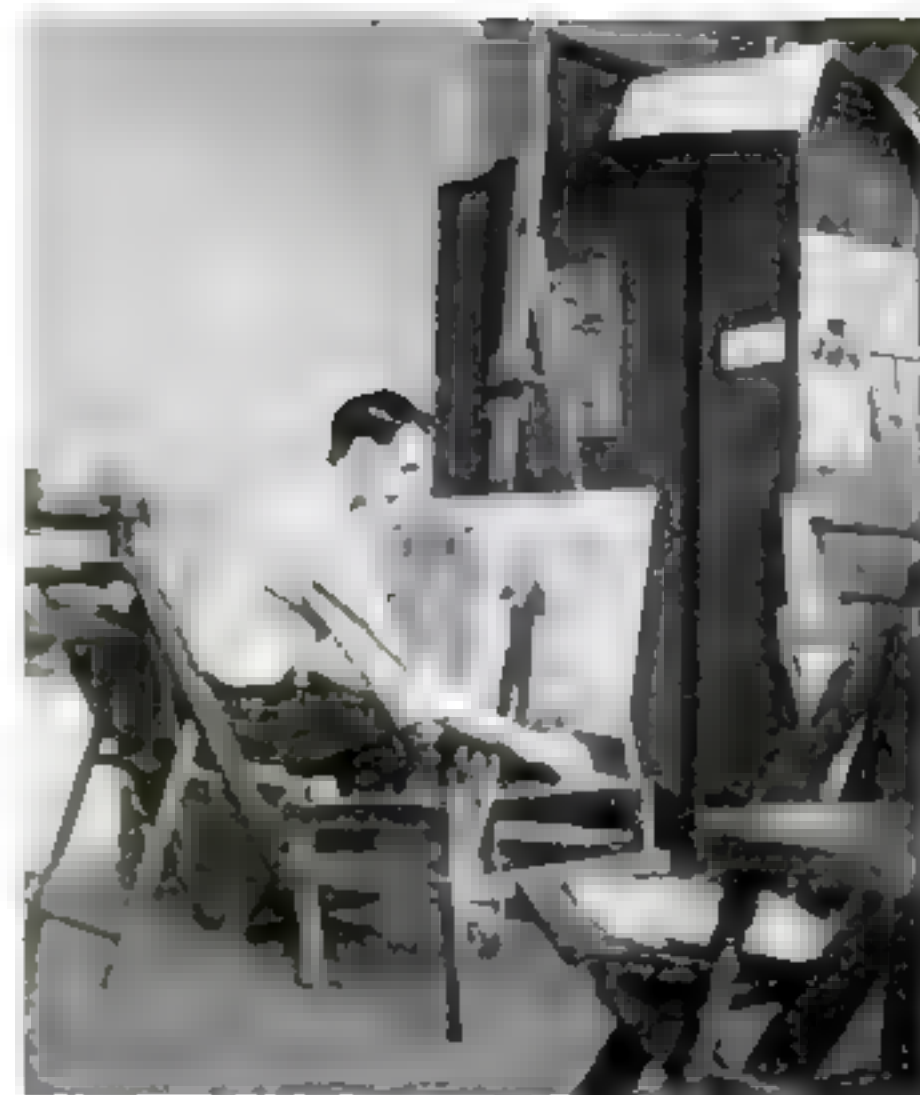
HOME ADDRESS.....

CITY & STATE.....OCCUPATION.....

VETERAN! KEEP YOUR LIFE INSURANCE!



RAYMOND J. WENDELL, 30, a student at the Yale Art School, poses with his nameless abstraction. During war he was fire-control officer aboard U.S.S. *Guam*.



WILLIAM BURDEN JR., 29, is the son of a textile-mill foreman, studies under the GI Bill of Rights.

Student Art

America's young artists show a rich diversity of styles

There are roughly 300,000 persons enrolled in U.S. art schools who pass their time peering at nude models, wandering through the countryside with oils and easels, gaily splashing canvases in moments of untutored abandon and generally behaving the way art students usually do. What sort of art do these 300,000 students, the future professional artists of America, produce?

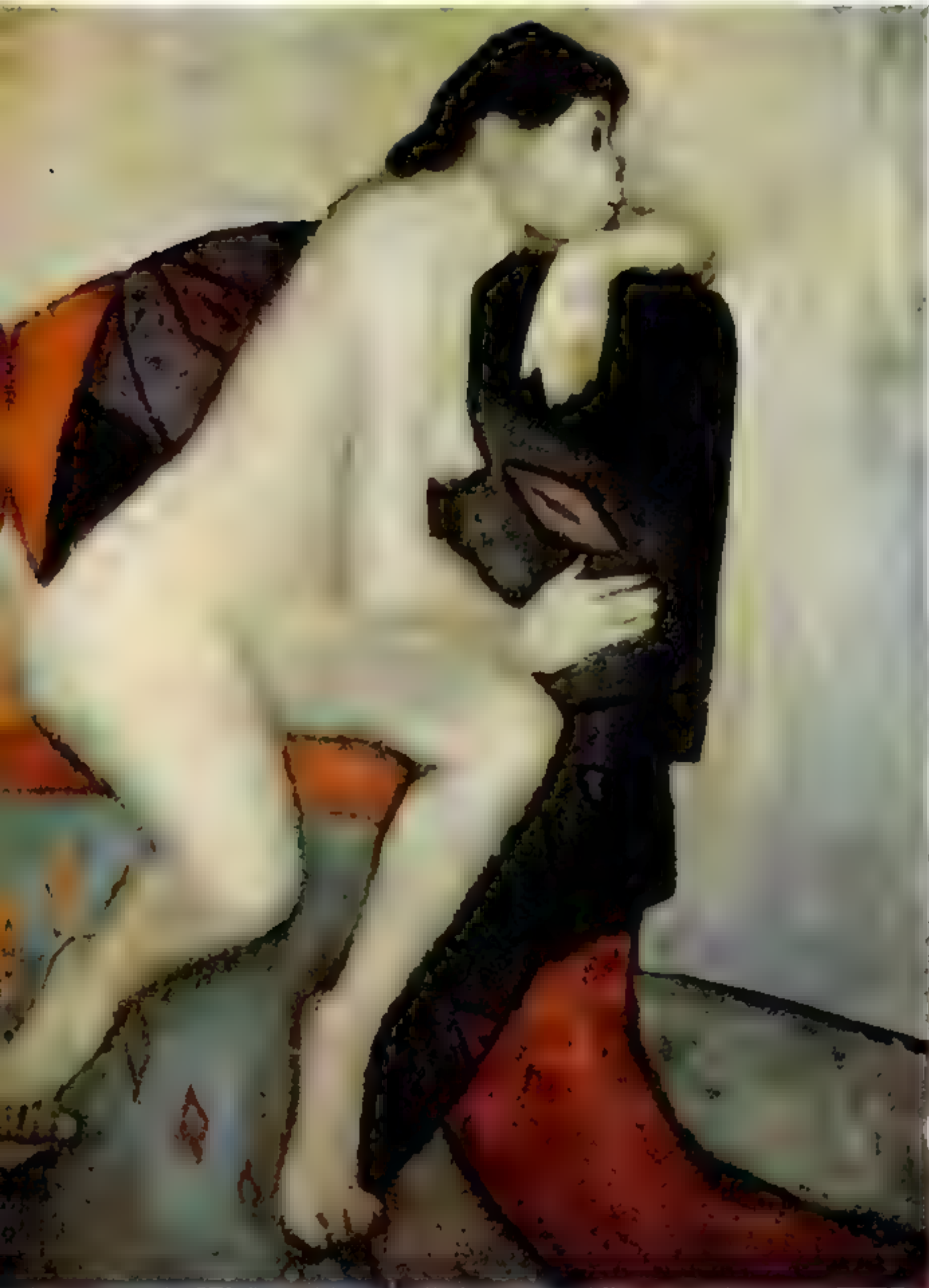
This summer Phillips Academy's Addison Gallery in Andover, Mass. put on an exhibition of work done at 25 American art schools and gave an encouraging answer to the question. The paintings, now being shown in the Midwest by the American Federation of Arts, are occasionally immature, but they reveal an astonishing variety of styles. In varying degrees of objectivity they portray street scenes, nudes, still lifes and abstractions. On these pages *LIFE* shows seven of the paintings exhibited and the artists who did them. The work pleased the art critics, who saw it as a sign that future U.S. art will be bound by no academic patterns. In particular the critics were attracted to the decorative treatment of *Rudin' High* (opposite), to the deft handling of the double-image man on page 100 and the sensitivity of the portrait of a young man on page 101.



HERBERT L. FINK was graduated from school and now, at 27, teaches art at Kansas University.



A STREET SCENE in Indianapolis, Ind. was done by Art Student William John Burden Jr. He saw the traveling trio on his way to the John Herren Art School.



SYMBOLIC PAINTING of a baffled man who does not know which way he is turning was done by Herbert Fink at Rhode Island School of Design. He painted a picture image of a figure in motion.

← **NUDE STUDY** was a classroom exercise done by James Paulas at Chicago Art Institute. Model was a young Negro girl whom he first painted green, then changed to white for better color effect.



STILL LIFE of a fish done in a bold and impressionistic manner is by Tracy Smith who studied at Cincinnati Art Academy and hopes to be a portrait painter.



DREAM WORLD was painted by Raymond J. Wendell at Yale Art School. He explains that it is a realistic portrayal of a world in which he would like to live.



INTROSPECTIVE PORTRAIT of a young art student was done by Arthur Polonsky at the Boston Museum of Fine Arts School.



REALISTIC PORTRAIT of a fellow student was done by scholarship winner Katherine Grove while studying at Pennsylvania Academy of Fine Arts.



Merry Christmas from
"Softie" and "Smoothie"
tiny white kittens, soft
as 'Sofskin' hands!

Give her a jarful of 'Sofskin' Hands! Give...

Sofskin

CREME

New 4-action beauty cream rushes a younger, softer look to Dryskin Hands!

It's wonderful to see — and *feel* — how quickly this amazing new 4-action cream transforms dry, roughened hands into 'Sofskin' Hands . . . smoother, prettier, younger-looking all over!

In 32 seconds, Sofskin rushes its special penetrating goodness to your hands . . . soaks into your dry surface skin . . . starts smoothing, beautifying *instantly*!

Give Sofskin for Christmas — in its gay Christmas-wrap. You'll be giving a jarful of wonder-cream, a jarful of 'Sofskin' Hands!

Softens dry-feeling hand-skin!

Smooths roughened surface skin!

Protects skin against soapy-water dryness!

Beautifies — hands look whiter, younger!



Sofskin — Reg. U. S. Pat. Off.



*Gift-wrapped
in silky taffeta!*

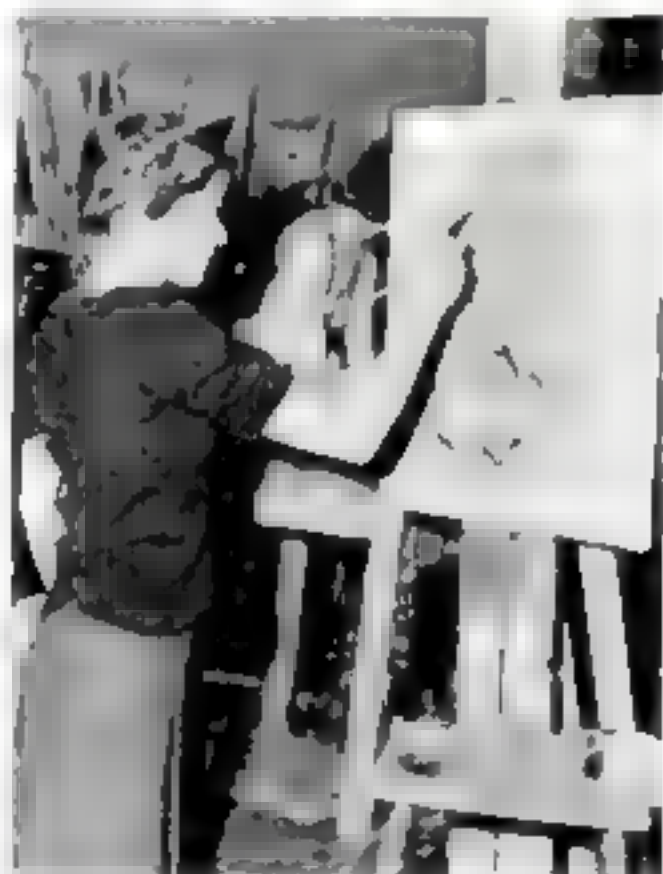
Famous black-and-gold jars of Sofskin Creme gift-wrapped in gleaming silky taffeta . . . poinsettia red, Christmas-tree green! A big luxury gift at a "little gift" price. Only \$1. Plus tax.



ARTHUR POLONSKY, 23-year old son of an immigrant tailor sketches in his Parisian garret. Polonsky, born in Lynn, Mass. once worked as a cashier in a saloon. He is in Paris on a \$3,000 scholarship which he hopes to stretch over two years. His painting on page 101 sold to a Dutch collector for \$150.



JAMES PAULUS, 27, served in the Army, enrolled at the Chicago Art Institute in 1916 and a year later won a school prize for best nude in oils.



TRACY SMITH, 22 year old student, supports herself with job as waitress in Cincinnati Procter & Gamble cafeteria, where she earns \$34 a week.



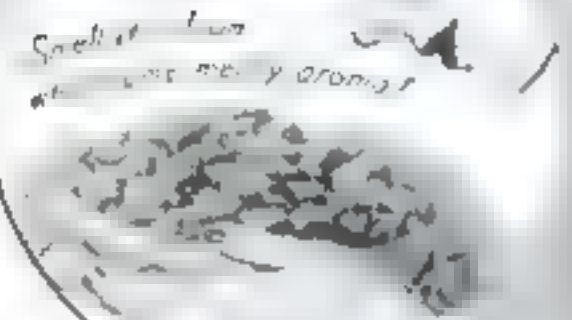
KATHERINE GROVE, 26-year old daughter of a former vice president of Lehigh Valley Railroad, has won a long succession of prizes at the Pennsylvania Academy of Fine Arts. She intends to open her own studio where she will specialize in portraits. On the side she plays the piano and composes music.

THIS BETTER QUALITY DOG FOOD

Feeds Your Dog in 7 Ways



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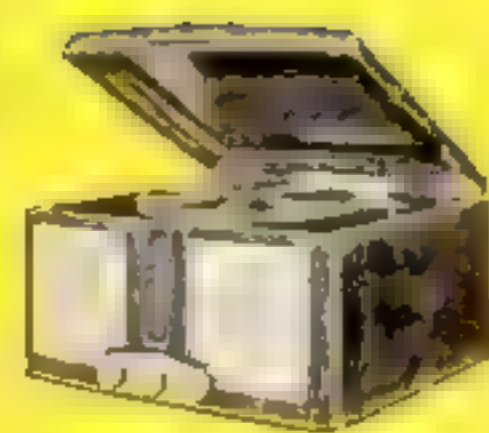
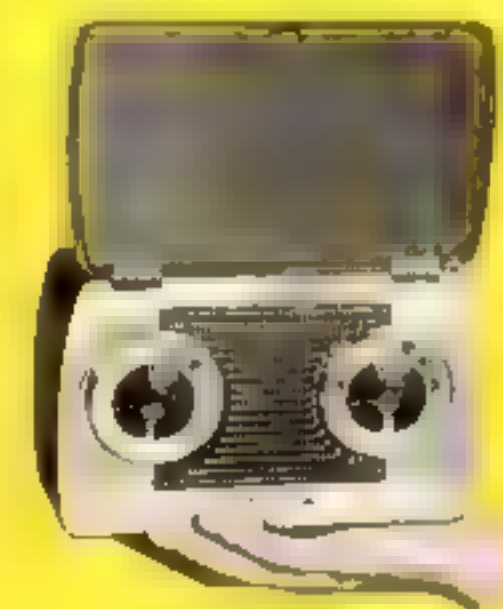


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HIGH AND DRY ON AN ISLE OF SAND WHICH ROSE OVERNIGHT, THE CREW OF THE "GIRL PAT" EXPLORES ITS STRANGE SURROUNDINGS

The Phantom Islands

A weird incident off Africa offers a clue to a famous mystery of the sea

by DOD ORSBORNE edited by JOE MCCARTHY

Last week Captain Dod Orsborne, secret agent, adventurer and small-boat expert, told of his voyages as a British intelligence agent in the Mediterranean in 1935, where he ferried spies, blew up an airplane assembly plant in the Tripolitanian desert, was arrested and escaped from a Spanish jail. This week *LIFE* continues Captain Orsborne's story with an extraordinary incident in a voyage a year later, along the African coast, which offers a possible solution to one of the most baffling mysteries of the sea.

ONE of the most fascinating mysteries of the sea is the unfinished story of the *Mary Celeste*. She was an American brigantine which left Staten Island in New York Harbor on Nov. 7, 1872, bound across the Atlantic for Genoa with a cargo of alcohol. The ship carried two officers in addition to her captain, Benjamin S. Briggs, a steward and four seamen. As passengers on this voyage the captain took his wife Sarah Elizabeth and his 2-year-old daughter Sophia. Mrs. Briggs had been in ill health since Sophia's birth and the captain felt that the rest and a change of scene would be beneficial to her.

There is no record of the exact course that Captain Briggs followed on his crossing of the Atlantic. The *Mary Celeste* was not seen or heard from again until the afternoon of Dec. 4 when she was sighted about 700 miles west of Gibraltar by the Nova Scotian brigantine *Dei Gratia*.

The *Dei Gratia's* captain, a man named Morehouse, was friendly with Briggs and had dined with him in New York before the *Mary Celeste* had sailed. Knowing the ship and her destination, Morehouse was astonished

to see her sailing northwest away from Europe instead of toward it. The condition of the sails was also puzzling. The lower topsail, jib and fore-topmast staysail were set securely, but the foresail and upper topsail had apparently been blown away. The main staysail was lying loose on top of the forward house. Hearing no response to his calls, Morehouse ordered three of his men to board her.

Except for the sails and some water below decks everything aboard the *Mary Celeste* seemed normal. There was no sign of violence or damage other than might be expected after sailing for 10 days without a crew. The cargo was undisturbed. The clothing and personal belongings of the officers and men were in their proper places. Dresses, coats and other clothing of a woman and a small child were found in the cabin. Even the pipes of the seamen were in their quarters. But the ship's papers were missing, the ship's only lifeboat was gone and there was not a soul, living or dead, anywhere to be seen.

The first mate of the *Dei Gratia* sailed the *Mary Celeste* to Gibraltar where an inquiry was conducted. No evidence of mutiny, piracy or disaster was found. Everything aboard was too orderly for that. The mate from the *Dei Gratia* testified that the last entry in the log book was dated Nov. 24 and the last entry on the log slate was Nov. 25 at 8 o'clock in the morning, 10 days before the ship was found. The absence of her papers and the lifeboat pointed to one thing: apparently the ship had been deserted by all hands. But why would a captain with a wife and small child deliberately leave a ship in mid-ocean when she was not in trouble?



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good
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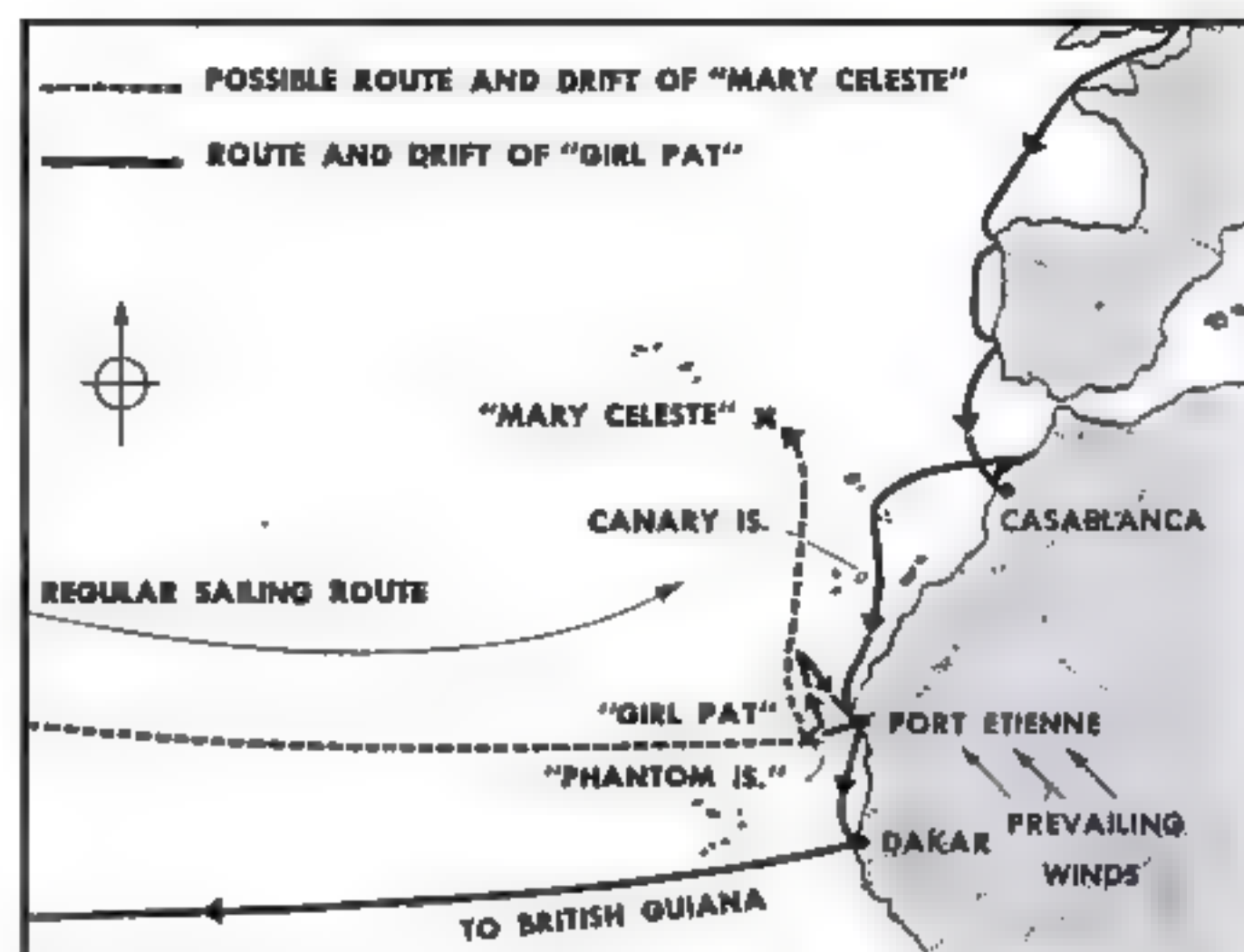
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THE "GIRL PAT'S" VOYAGE, shown by heavy solid line, took her down coasts of Spain and Portugal to Africa, thence south to Port Etienne where she ran aground in the Phantom Islands. How *Mary Celeste* may have met her fate there is shown by her possible course and subsequent drift, pushed by prevailing winds, to the northwest where she was found. The *Girl Pat*, after drifting in same direction, continued her voyage to Dakar and later across the Atlantic.

PHANTOM ISLANDS CONTINUED

The case has never been solved. No trace of Captain Briggs or his wife and child or any of the crew was ever found.

Several studies of the *Mary Celeste* mystery have been published and several theories about what happened to the ship have been advanced. Some are ridiculous and none is very convincing. I have a theory too. Marine historians and an official of Lloyd's of London with whom I have discussed it consider it a highly plausible one. It is based on a strange experience I had on May 11, 1936, in the Arguin Banks off the coast of French West Africa.

I was on another job for British naval intelligence, sailing this time with a boat named the *Girl Pat*. She was similar to the *Mon Amour*, with which I had previously cruised the Mediterranean (LIFE, Nov. 29), but somewhat smaller—68 feet over-all, diesel-powered, with the same disappearing masts and funnel for camouflage. As crew I had my brother Jimmie, Ginger Stevens, Hector Harris and a man whom I shall call Harry Fletcher.

With the *Girl Pat* I happened to be passing through the uncharted and treacherous waters of the Arguin Banks for urgent personal reasons and the *Mary Celeste* was at that time far from my mind. My connection with certain events during my previous Mediterranean voyage had gotten into the newspapers through the indiscretion of Fletcher, who had written to his girl friend in London telling her about them. The girl had gone to the police, and now the whole of Europe knew all about me. So I was running away from trouble—trouble in the form of French and Spanish naval vessels which were hunting me down. We were heading south along the coast of Africa to contact an intelligence agent in Dakar for new instructions.

The waters along the West African coast in that area are largely unsurveyed. They include the Arguin Banks and there are several "position doubtful" shoals indicated on the charts. We were sailing from Port Etienne, a tiny fishing village in French West Africa, where I had put in to contact London. The only safe way to proceed from there to Dakar is to go straight out west into the ocean for about 120 miles before turning south. I started to do this when I noticed a number of ships on the horizon to the north. I did not want to meet anybody at that stage of the game. I had to choose between continuing westward and meeting these vessels, or turning south by east and taking my chances in the uncharted waters. I picked the uncharted waters.

The day after we left Port Etienne the *Girl Pat* was making close to 14 knots with the engine going and the sails up. The wind was keeping the canvas full on the port tack. As often happens south of the 40th parallel, complete darkness seemed to come that night as soon as the sun went down. I altered the course two points west to south by west. About 10 o'clock that night I was standing on the afterdeck when I noticed the boat listing slightly to windward. Ginger was at the wheel and I called to him, "How's her head?" "Dead on south by west, skipper."

I looked for the sounding lead. As I threw it over the side I noticed that the boat was not moving. The sounding showed that we were

in only eight feet of water. The ship's draft was 10 feet. I yelled at Ginger to stop the engine and I went to the cabin hatch and called the others. "All hands on deck! We're ashore!"

They came up running. Jimmie and Fletcher were frightened and wanted to take to the lifeboat immediately. But there seemed to be no danger. Although the water was leaving her sides quickly, the ship remained on an even keel. In 30 minutes the *Girl Pat* was high and dry. Even then she stayed on nearly an even keel, as straight and as steady as if she were in drydock.

It was uncanny. As you go closer to the equator, the rise and fall of the tide lessens and in that area it was never more than $4\frac{1}{2}$ feet. It seemed as if a giant hand had grasped the bottom of the boat and lifted her firmly, but very carefully, out of the water. She felt as if she had been placed tenderly on a cushion.

"Let me go over the side, skip," Harris said. "I'll walk around her and have a look."

"No," I said. "We might be on quicksand."

There was nothing that could be done until daylight so we made coffee and waited. I noticed that in the excitement none of us had thought to stow the sails.

When daylight came we found that the ship was sitting in the middle of an island of sand, about a mile in circumference and three feet above sea level. We threw some things over the side; the sand appeared to be firm. Then Harris climbed over with a rope tied under his armpits so that he could be pulled back if he began to sink. He walked away from the ship in the four directions of the compass and reported that the island was solid to the water's edge. At that the rest of us climbed down and walked about, gathering sea shells to pass the time.

Every few minutes one of the men asked me what we were going to do. I did not know what to say. I told them we would wait for another day before deciding on a plan. The next morning we saw another island to the north of us that had risen from the sea during the night. It appeared to be smaller than ours but slightly higher. That afternoon I saw surf breaking to the west of us. Through my binocular I saw the surface of the water there becoming calm and then the gradual appearance of a third island above the water. Before dark the island to the north sank and disappeared completely into the ocean.

Afloat again

THE disappearance of that island gave me hope. I called the men together and discussed the situation with them. Jimmie was still in favor of leaving the ship and striking out in the small dinghy that served as our lifeboat. I pointed out to him that the nearest land on the African coast was nearly 100 miles to the east. If we rowed there in the dinghy we would still have to go ashore and walk in the desert either 120 miles north to Port Etienne or 240 miles south to St. Louis. Undoubtedly we would die of thirst in the desert. Or we might be captured and killed by the cruel tribesmen who live in that part of French West Africa.

"On the other hand," I said, "there's a good chance this island may sink. It may sink in a few weeks or in a few days, as that island to the north sank a while ago. I say let's stay here until our food runs out. Then, if we're still stranded, let's row ashore and take a chance in the desert."

The men agreed with me. That night we slept on the deck. About 9 o'clock I dozed off. When I awoke I felt the boat rocking from side to side. I thought I was dreaming. I looked at my watch and saw that it was 3 in the morning. Then I realized that I was awake and the boat actually was swaying. I yelled to the boys to get the sounding lead. They were already awake and taking soundings with great excitement.

Harris said that there was eight feet of water amidships. In 20 minutes we had 14 feet of water below us and I started the engine. We began very cautiously to move; I was still afraid of running aground on other islands. We took soundings continuously. At times the water was 36 feet deep and at other times we scraped the bottom. An hour and a half after we started moving we ran aground again in eight feet of water.

When daylight broke we saw that we were stuck on the northeast shore of another island. On the far side the rusted ribs of a steamship's bow protruded from the sand.

I was sure that we had moved four or five miles from our previous resting place. There was deeper water directly ahead of our bow. We put the anchor in the dinghy and rowed out to the end of the anchor line and dropped it. By winching a few feet at a time on the anchor line and running the engine at full speed, we managed to pull the boat off the sand and had her afloat again at noon.

CONTINUED ON NEXT PAGE

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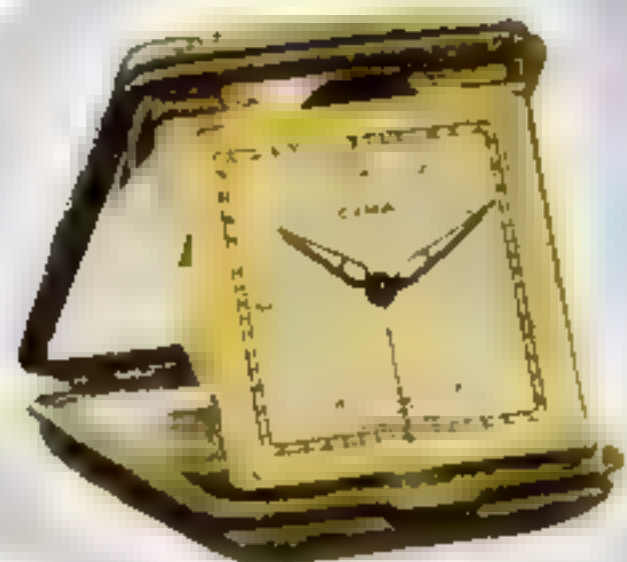
So for something you can use with confidence, get Bayer Aspirin. No other pain reliever can match its record of use by millions of normal people—without ill effect. When you buy, ask for *Bayer Aspirin*—by name.

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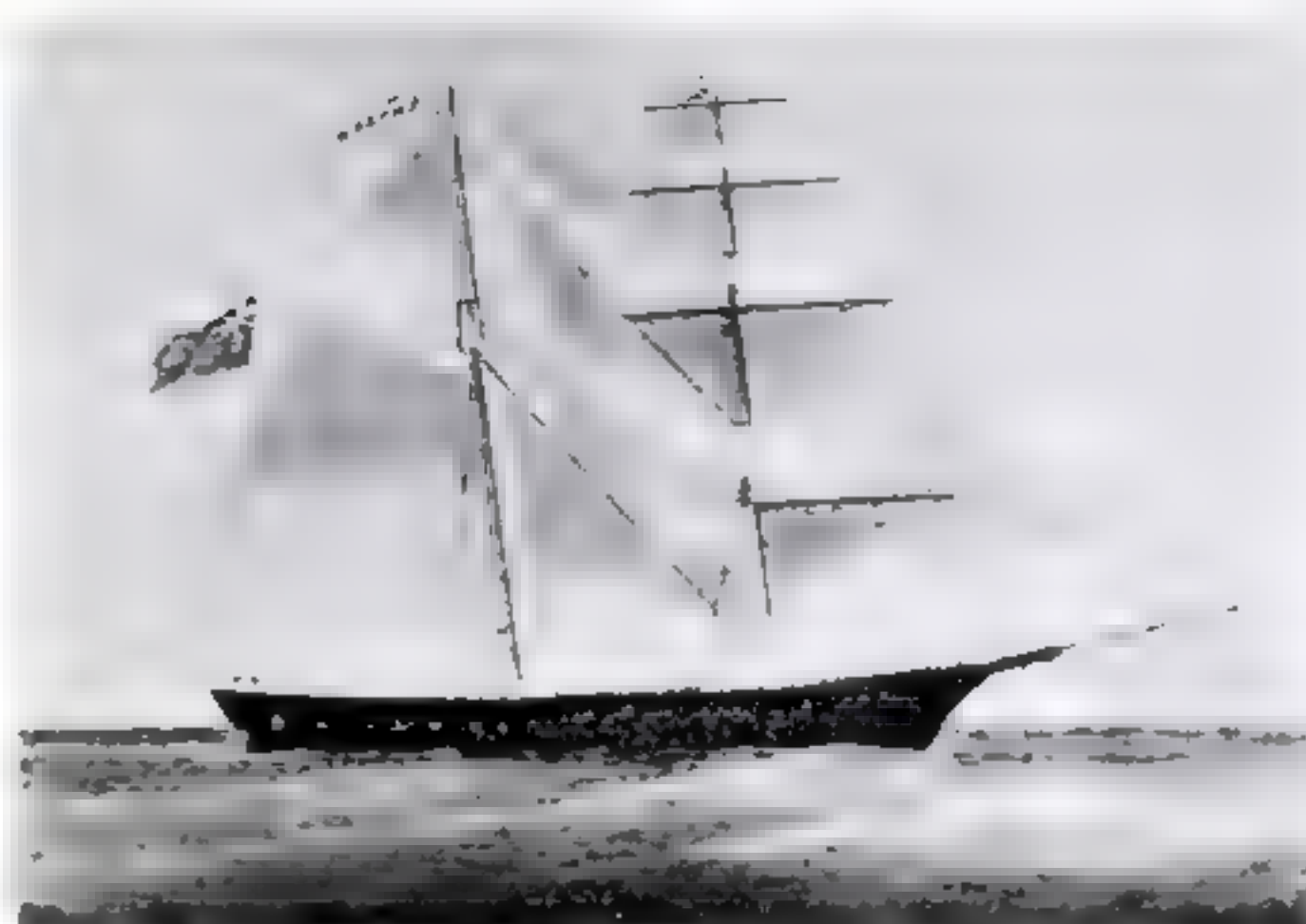
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"MARY CELESTE," shown here in an old painting, was originally named *Amazon*. Built in Nova Scotia in 1861, she was a brigantine, square-rigged forward and schooner-rigged aft. She had just been rebuilt before her last voyage.

PHANTOM ISLANDS CONTINUED

Our engine pumps by this time were clogged with sand churned up by the propeller. We worked on them, put the engine into commission and set our sails, drifting slowly north and northwest for 30 minutes. Then we found to our immense relief that our sounding line, 120 fathoms in length, was unable to touch bottom. We were back in the deep Atlantic.

Our stores were rather low so I decided to return to Port Etienne and replenish them before resuming the voyage to Dakar. At Port Etienne I revisited the Foreign Legion officer, whose acquaintance I had made on a previous visit, and told him of our strange experience. He said that the rising and sinking sand islands are well known in that part of Africa. The natives call them the Phantom Islands. The officer said that French scientists attribute the islands to a great river that flows under the Sahara Desert and empties somewhere on the floor of the Atlantic, 60 to 100 miles from the coast. The scientists believe that sand gathers in the outlet of this underground river and, at intervals, the sand clogs the outlet completely. Then the dammed river, increasing its pressure, finally succeeds in belching the tremendous barrier of sand into the ocean. These sudden upheavals of sand form islands that rise to the surface, later settling and sinking below again.

The officer asked me if we had seen any remains of a French naval vessel that was lost in the Phantom Islands in 1919. A rising bank of sand had lifted her out of the water and broken her back. The crew rowed ashore, but only a few of them reached Port Etienne safely. The rest perished in the desert. I told him of the steamship ribs we had seen sticking out of one island. They did not look like those of a naval craft however.

I think it is quite possible that the *Mary Celeste* could have been lifted from the ocean by one of the Phantom Islands.

To be sure, the position of the *Mary Celeste* indicated in the last entry on her log slate (37° 01' N Latitude, 25° 01' W Longitude) and the position where, according to the *Dei Gratia's* mate, she was found (38° 20' N Latitude, 17° 15' W Longitude) are both more than 600 miles north of where the *Girl Pat* ran aground (20° 20' N Latitude, 17° 15' W Longitude). But the Phantom Islands may extend much farther north than the *Girl Pat's* position. And it is not only possible but probable that the *Mary Celeste* could have sailed farther south than her recorded positions.

In those days most sailing-ship officers estimated their positions by dead reckoning and not by instrument. Modern steamships—which hold to a course more accurately than a sailing ship—are often 20 miles off their mark on a run of 80 miles between two British Isles ports when the navigation is done by dead reckoning. If a steam-



SKIPPER of the *Mary Celeste* was Benjamin S. Briggs of Marion, Mass.

CONTINUED ON PAGE 110

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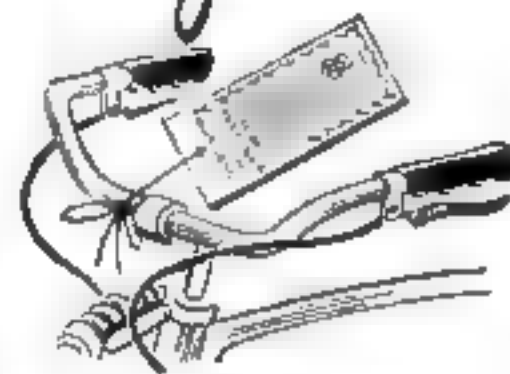
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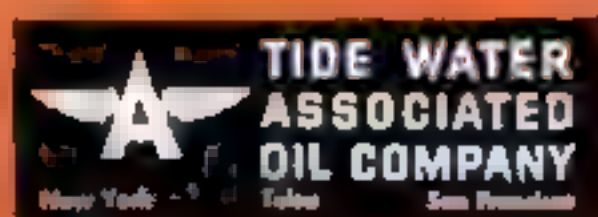


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PHANTOM ISLANDS CONTINUED

ship can err 20 miles in an 80-mile trip, it would be easy for a sailing ship to err 600 miles in a 3,000-mile crossing of the Atlantic—and they frequently did.

Furthermore weather records at the Azores show that a bad storm with cold fronts and northerly winds was prevailing at the last known location of the *Mary Celeste* before her disaster occurred. The missing sails would also point to the fact that she was blown off her course. With northerly winds at gale force pushing her square-rigged foresails, the *Mary Celeste* could have been swept far to the

south. In the 10 days that elapsed between the date of the last notation on the log slate and the date she was found alone and deserted, the brigantine could have covered an astonishing amount of mileage. Two hundred miles a day was not unusual for such vessels.



MRS. BRIGGS took her 2-year-old daughter Sophia on the fateful trip, but son Arthur (left) stayed at home.

Presuming that the *Mary Celeste* was south of her course to begin with—and the best trade winds at that time of the year are farther south—and presuming that the northerly gales of the storm drove her even more to the south, it is possible to picture Captain Briggs's ship running aground on a Phantom Island. The *Mary Celeste* weighed only 282 tons; she could have rested

high, dry and on even keel, without breaking, just like the *Girl Pat*. The rest is easy to imagine: the captain and his wife and child and the crew crowding into the lifeboat and rowing away from the island, as my men wanted to do; the journey to the mainland and the terrible, final ordeal on the hot sands of the desert. Their chances of survival in the desert in 1872 were smaller than ours would have been in 1936. There was no French Foreign Legion in West Africa then and the tribesmen were untroubled by higher authorities.

And finally, after the storm subsided, the *Mary Celeste*, left alone and undamaged on the island, floated off when the sand beneath her submerged. The prevailing winds there under normal conditions are from the southeast. The ship would have sailed away to the north or northwest, as the *Girl Pat* would have done had we left her. That was the direction that the *Mary Celeste* was sailing when she was sighted by the astonished Nova Scotian sailors on the deck of the *Dei Gratia*, an abandoned ship at the mercy of wind and sea.



ON HIS LATEST VOYAGE a year ago, Orsborne, picked up after 21 days adrift without food, weighed 98 pounds. Here he ruefully tries on his trousers.

Look Smarter

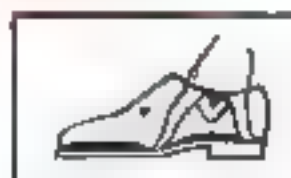
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One of the greatest shaving values ever offered . . . the improved Gillette Super-Speed Razor and 10-blade Dispenser, plus an extra 10-blade Dispenser and two large tubes of Gillette Shaving Cream, Lather or Brushless **\$1.95**



To Jim —

for holding my hand
tight the day we
were married...

for seldom remarking, "That's what I had
for lunch."

for sparing me those chilly trips to heat
the 6 a.m. bottle.

for never opening my mail (though I some-
times do yours').

for the things you didn't say the one I
ripped off the folder.

for balancing my checkbook without gam-
bling or pitying.

for not having to be defrosted when I for-
get to send your suit to be pressed.

for treating my women friends as though
you liked them.

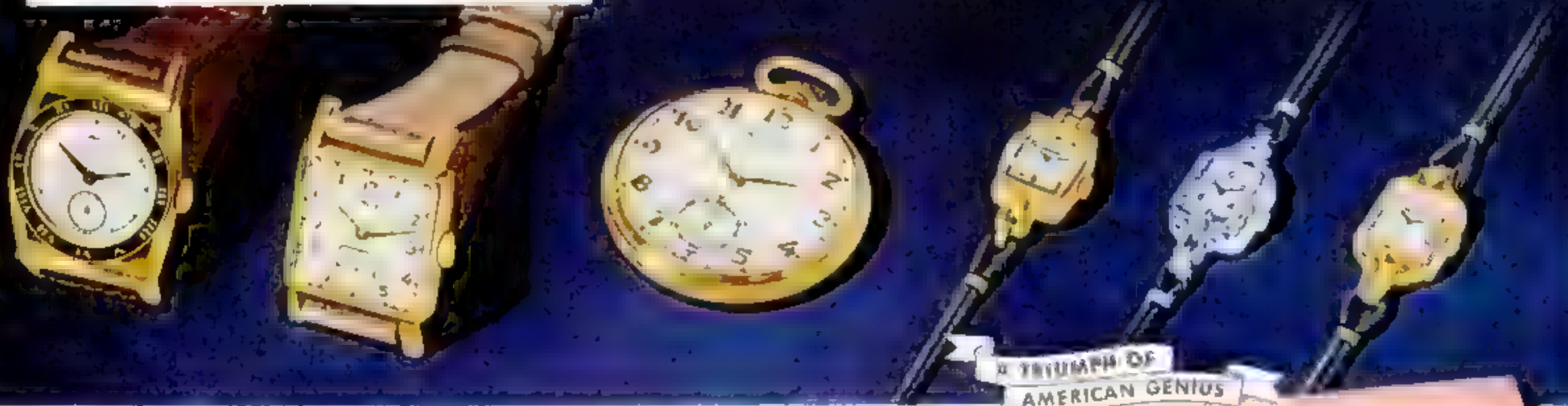
for the way your eyes light up when our
glances happen to meet at a party.

for being so eternally there for me to
lean on!

for wanting a good watch for years and
years but being too unselfish to go and
spend the money on yourself.

Dearest, here's your Hamilton with all my love!

Peggy



This Christmas make someone's heart sing with pride and pleasure by giving a watch. Hamilton watches are the perfect Christmas gift. L. to R. Pierce Rock—14K gold case \$200; Fair—14K gold-plated case \$60.50; Bruce—14K gold case \$120; Bounce—14K natural or white gold case, Modillon® movement \$100; Ladies' platinum watch set with 30 diamonds \$500 (diamond-set watches in platinum and gold); Jupiter—14K natural or white gold case \$71.50. At better jewelers everywhere. Prices incl. Fed. Tax. All on cash or 12 months. Send for FREE folder and revealing booklet "What Makes a Fine Watch Fine?" Hamilton Watch Company, Dept. BB, Lancaster, Pa. 17604.

*The "Modillon" is the finest movement created by Hamilton's master watchmakers.

A TRIUMPH OF
AMERICAN GENIUS

Hamilton
THE WATCH OF RAILROAD ACCURACY



LIGHT UP THE SKY

**Moss Hart bases comedy on some
real people who are not amused**

All autumn Broadway buzzed with rumors that Moss Hart's new comedy, *Light Up the Sky*, would caricature actual Broadway personages. When it opened on its tryout tour in New Haven the rumors seemed to have been well founded. Author Hart claimed his characters were composite portraits, but Broadway could guess who was who. There was a giddy, blond actress who was compared with Gertrude Lawrence. There was a brash, loud producer and his wife who had points in common with Mr. and Mrs. Billy Rose. About the only sympathetic characters were two gifted playwrights whom some people took for youthful and muddled versions of Hart himself. All in all, there was a rogue's gallery of familiar types which are pictured on this page.

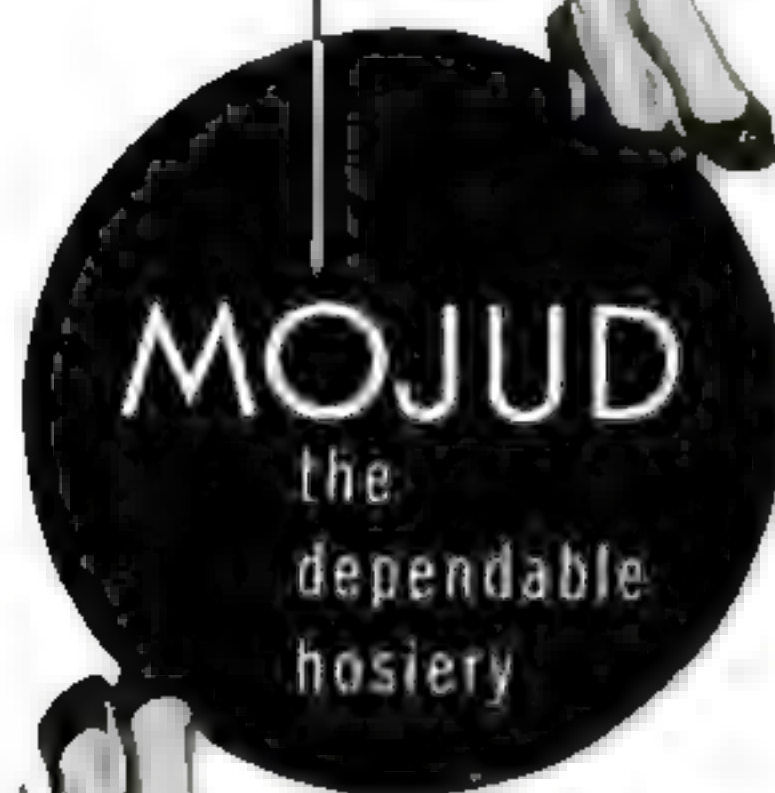
Before Hart's play opened on Broadway in a toned-down version there were tears, tantrums and telegrams from outraged victims. About the maddest was Billy Rose, who felt that his friend Moss Hart had created a too raucous portrait of Rose's wife, the former swimming star, Eleanor Holm. Hart insisted it was all meant in fun, but Rose was still mad even after Hart sent Mrs. Rose \$50 worth of American Beauty roses.

Light Up the Sky tells of a young author, Peter Sleam, whose first play is put on by a band of hardened Broadwayites. When they believe his play will be a money-making hit, they all love each other. When it looks like a flop, they start screaming. But when the critics assure them the play may still be a wow, they kiss and make up. Most audiences, unconcerned with Hart's private dart-throwing, will enjoy this simply as a fast, funny kick in the pants to show business.

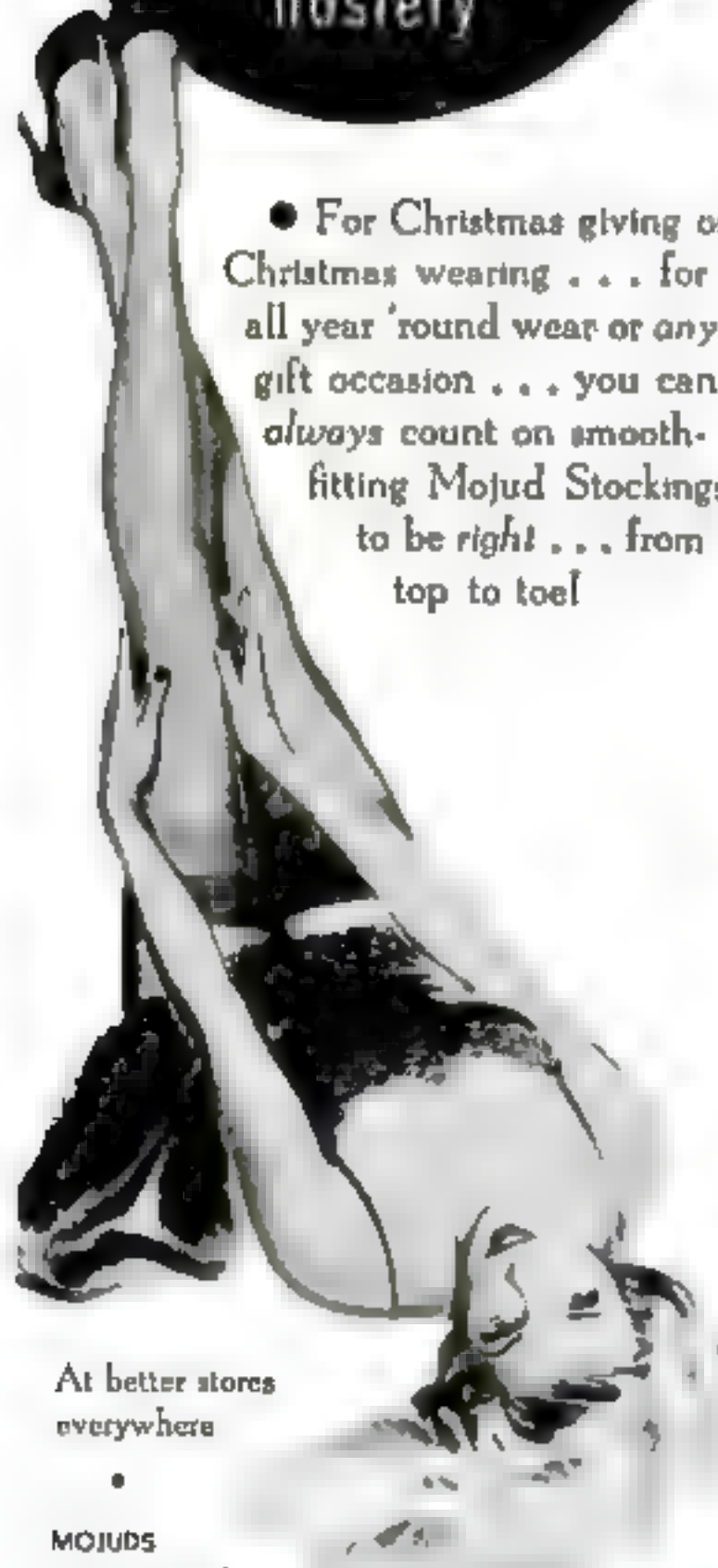




for
Christmas
...for
always



● For Christmas giving or Christmas wearing . . . for all year 'round wear or any gift occasion . . . you can always count on smooth-fitting Mojud Stockings to be right! . . . from top to toe!



At better stores
everywhere

MOJUDS
are made of
DuPont nylon

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"Light Up the Sky" CONTINUED



THEATER HYSTERICIS just before her Boston opening are displayed by the star for no sensible reason. Watching her are the worried playwright (left), the disgusted producer and a seasoned dramatist who drops in to see the fun.



THEATER SENTIMENT spills all over the place a few minutes later when the star, sitting with her husband (Bartlett Robinson), toasts their beloved play. Six hours later, when play seems to have flopped, everyone is screaming.



THEATER TRIUMPH makes everybody happy when they read newspaper reviews at dawn saying that their play is a potential wow. Now, with prospect of making money and winning success, everything is hearts and flowers again.

Spices her
cooking with
flavor that's
different



Brightens
his plate with
the finest
of sauces



...that's

DERBY
Barbecue
sauce

A rich and racy cooking sauce that's tops at the table, too. Costs so little, does so much for flavor! At your grocer's.

GLASER, CRANBELL CO., CHICAGO



Say
Merry Christmas
with



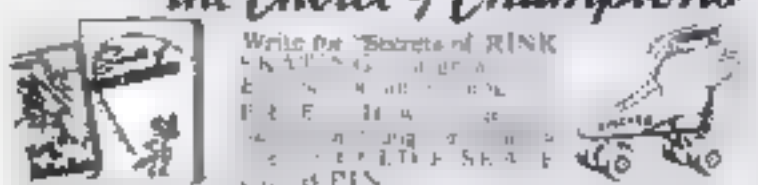
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ROLLER SKATES

A glorious gift for all skaters. Out it will win an award for the best roller skate ever made. Buy it for the skater in your life. The World's Best.

and for the
Children



CHICAGO FLYING SCOUT
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The World's Greatest . . .
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CONTINUED ON PAGE 111



FIRST TIME UNDER ANY TREE...

The new Royal Portable!

THERE'S NEVER BEEN such a typewriter in all the years of Christmas giving!

For there's everything new and different about the new Royal Portable. Everything better.

There's sweeping new beauty throughout. A bold streamlined look that says: "Here's the world's first truly modern portable typewriter!"

And there are amazing new features. Revolutionary features like:

FINGER-FLOW KEYS



designed to cradle your finger tips. Keys that are shaped to the contour of your fingers. Exclusive with Royal, these keys, and Royal's fully-standard "office typewriter" keyboard, give easier, faster, more accurate typing!

Speed Spacer! Another new Royal exclusive—with the space bar built right into the typewriter's frame. Designed and placed so that your thumb just can't miss it!

Rapid Ribbon Changer! This great new Royal feature eliminates fumbling and fussing. A simple down-up motion secures the ribbon in place. Ribbon-changing is now a snap. Saves time, trouble—sweetens dispositions!



To these Royal features, add "Magic" Margin!

These time-saving, work-saving wonders go hand in hand with the famous "Magic" Margin—the exclusive Royal device that sets your margin in a split-second!

And these are only a few of the outstanding features of the new Royal. Only a few of the reasons why the new Royal Portable makes the perfect Christmas gift!

Available in two models: Quiet De Luxe and Arrow. See them at your dealer's now—put the new Royal Portable at the top of your list!



NEW Royal Portable

The World's First Truly Modern Portable Typewriter

Made by the world's largest manufacturer of typewriters

"Magic" is a registered trade-mark of Royal Typewriter Company, Inc.



Instant New Glamor-for You

...with Life Foundation's *Complete "Figure-Type" Fit*

ONLY Life Foundation combines in a single garment the glorious lift of Life Bra and the supple control of Life Girdle. What's more, it is skillfully proportioned to fit not only your size, but your exact figure variations! This complete "Figure Type" fit gives you the smooth, unbroken sweep of control you dream about! Reveals— instantly—a glamorous new YOU. Be fitted and see—at better stores anywhere



Life Foundations,
from \$10.00

MADE ONLY BY THE LIFE FOUNDATION COMPANY CHICAGO NEW YORK

"Light Up the Sky" CONTINUED

THE ROSES INSPIRE THE BLACKS

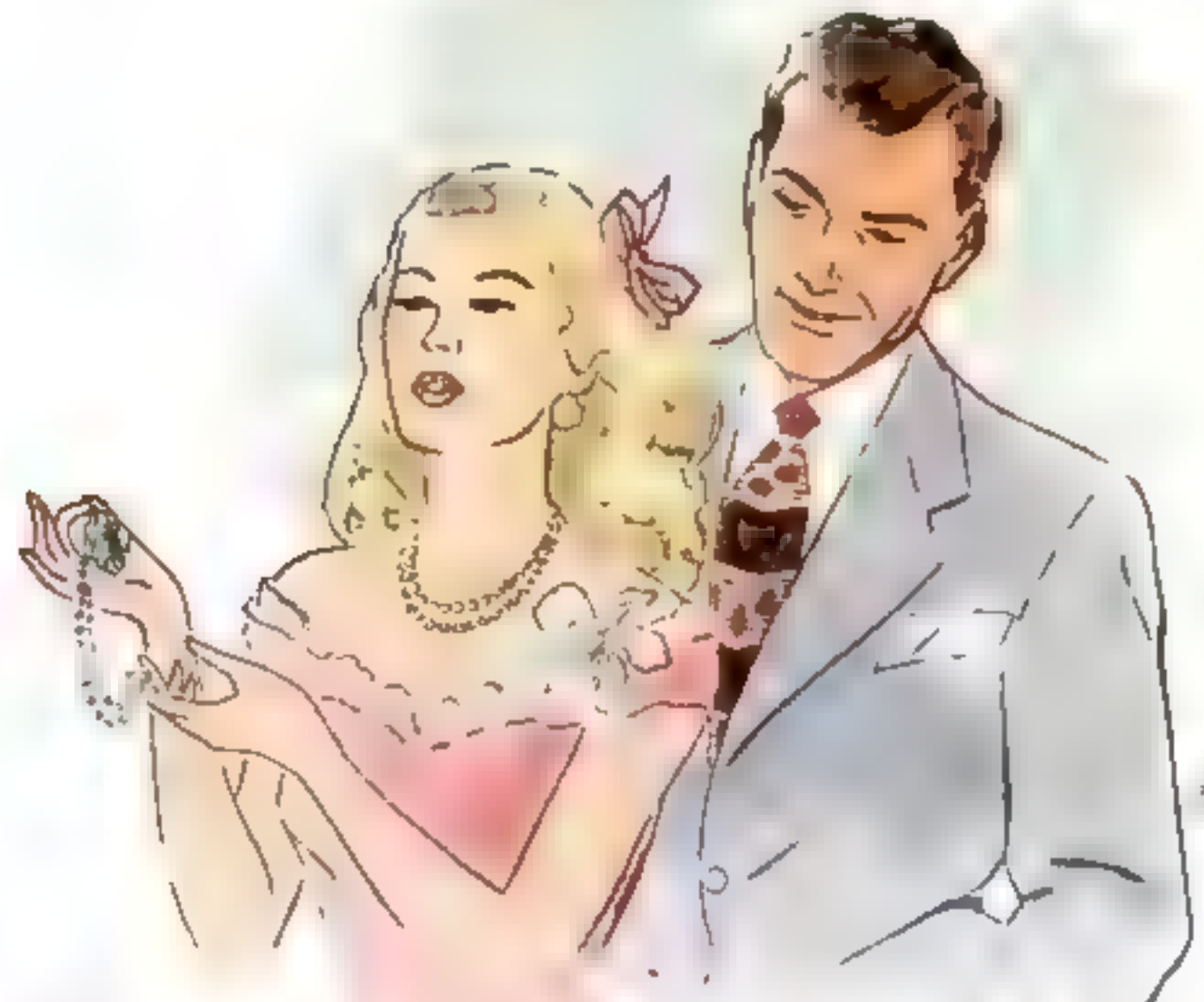


IN THE PLAY this is Producer Sidney Black and his wife, who were suggested by the characters of Mr. and Mrs. Billy Rose (below). Sidney Black collects paintings, antiques and has a wife who was formerly a famous ice-skating queen.



IN REAL LIFE this is Producer Billy Rose and his wife at home. He collects paintings, antiques. Mrs. Rose, a charming lady, once was a swimming star. Rose is one up on Black, having written a best-seller, *Wine, Women and Words*.

MAGNIFICENT POSSESSION



Beau Brummell Ties



Made in a generous length . . .

FOR "THAT BEAU BRUMMELL LOOK"

LIKE A RARE JEWEL ... these striking new Beau Brummell Ties ... Impeccably styled ... for discriminating gentlemen...At your favorite men's shop or department store...up to eight fifty

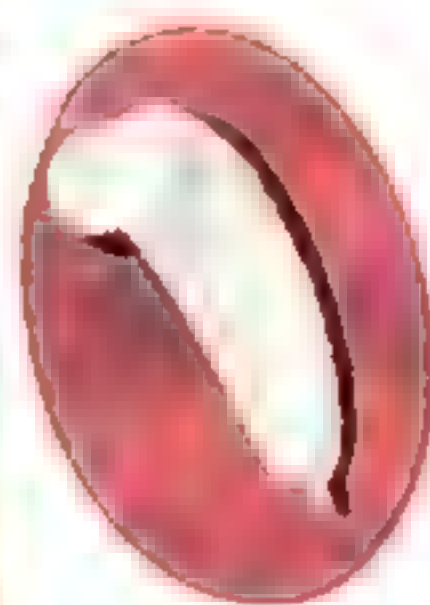
Beau Brummell  *Ties* inc.

AS BEAU BRUMMELL TIES GO . . . SO GOES THE FASHION

Beau Brummell Ties, Inc., Cincinnati 6, Ohio



One Taste is



*One
New Richness*



**A
THREE FEATHERS
OLD FASHIONED**

100% Grain

100% of Three Feathers

100% of Three Feathers

Crush sugar with letters and a dash of water. Add a
cube of ice, whiskey, a twist of lemon peel, slice of
orange and a cherry. Another taste way today's
Three Feathers is the choice of those who like a
"second look" for quality.

THREE FEATHERS

Blended Whiskey, 86 proof. The straight whiskeys in this product are 5 years or more old. 35% straight whiskey, 65% grain neutral spirits. 12% whiskey 5 years old;

Worth a Thousand Words



Two New Smoothness

A THREE FEATHERS EGGNOG

6 eggs, separated 2 tablespoons granulated sugar
1 pint of milk 1 pint of cream
9 oz. of Three Feathers 3 oz. of brandy or rum

Beat yolks of eggs and sugar together. Slowly add the Three Feathers, then milk, then brandy, then the cream lightly whipped. Beat egg whites very stiff and add to the mixture. Chill in refrigerator for at least 3 hours. Then—taste how today's Three Feathers adds richness to this traditionally grand Christmas drink. (This recipe makes 6 servings.)

Three New Value

A THREE FEATHERS TOM AND JERRY

4 eggs
5 oz. of Three Feathers 4 tablespoons granulated sugar
3 oz. of Jamaica rum

Beat egg yolks and whites separately, then mix together with sugar. Add the Three Feathers and the rum. Pour equally into four 8-oz. goblets or mugs. Fill each mug with piping hot milk or water. Stir well. Grate nutmeg on top and then—enjoy the extra smoothness today's Three Feathers gives a Tom and Jerry.

Have You Tasted Today's Three Feathers?

YES, NEW RICHNESS—due to fine, aged whiskies that have gathered goodness for 5, 6, and 7 years, blended to a . . .

NEW SMOOTHNESS—with choice grain neutral spirits distilled for lightness and pre-softened for smooth and genial blending.

NEW VALUE—a new value in excellence from superb whiskies and grain neutral spirits blended by America's foremost blender.

One Taste is Worth a Thousand Words



20% whiskey 6 years old; 3% whiskey 7 years old. • Three Feathers Distributors, Incorporated, New York, N. Y.

Let him know you love the way he looks
with

MENNEN Gifts for Christmas

ALL HIS NEEDS FOR GOOD GROOMING
Most popular Gift Set for Men! Contains Mennen Skin Bracer,
Shave Cream, Talcum for Men, and that sensational, new
Mennen Cream Hair Oil. Smartly dressed in gay gift box.

ALL THIS ONLY \$1.75

FOR EVERY MAN ON YOUR LIST

Give him this big, De Luxe "King-Size" bottle of Mennen
Skin Bracer. World's most popular after-shave lotion—
so you know it's the gift he wants. Smartly gift-wrapped.
IMAGINE SUCH A BIG PRESENT—JUST \$1.00!

MENNEN *Gifts for Men*

ONLY
A FEW
DAYS
TILL CHRISTMAS





CLEAREST FOOTPRINT IN THE GROTTO OF ALDENE WAS LEFT BY A MAN APPARENTLY 5 FEET 3 INCHES TALL. TRACKS OF A 5-YEAR-OLD CHILD WERE ALSO FOUND.

STONE AGE TRACKS

Man's 15,000-year-old footprints are discovered in a French cave

In a cavern sealed off since Stone Age times by fallen rock, French explorers have discovered the footprints of prehistoric man. Searching the deep recesses of the Grotto of Aldène in southern France, the Abbé Cathala, a village priest and amateur archaeologist, came upon a tiny, shaftlike hole. Down this he wriggled vertically for 70 feet, emerging into a labyrinth of unexplored caves. There, impressed in the rock floor which had once been watery clay, were the sharply detailed tracks of

late Ice Age creatures—hyenas, bears and men.

The abbé's exciting find brought a top cave expert, Norbert Casteret, who determined the antiquity of the footprints. After minute study of the countless tracks, he found at one point a hyena pawmark overlying a bit of charcoal. The charcoal, he reasoned, could only have been carried there by men. It followed that the human signs were older than those of the hyenas. Yet hyenas have been extinct in France for some 15,000 years.



\$9⁹⁵

The Perfect Christmas Gift

Any man on your list, young or old, will welcome the stay-at-home comfort and stray-from-home smartness of Winthrop In-'n-Outers—it's the perfect leisure shoe—the secret to loafin' in luxury. Cushion-cork platform and crepe or leather sole.

See your Winthrop dealer for gift package

WINTHROP SHOES

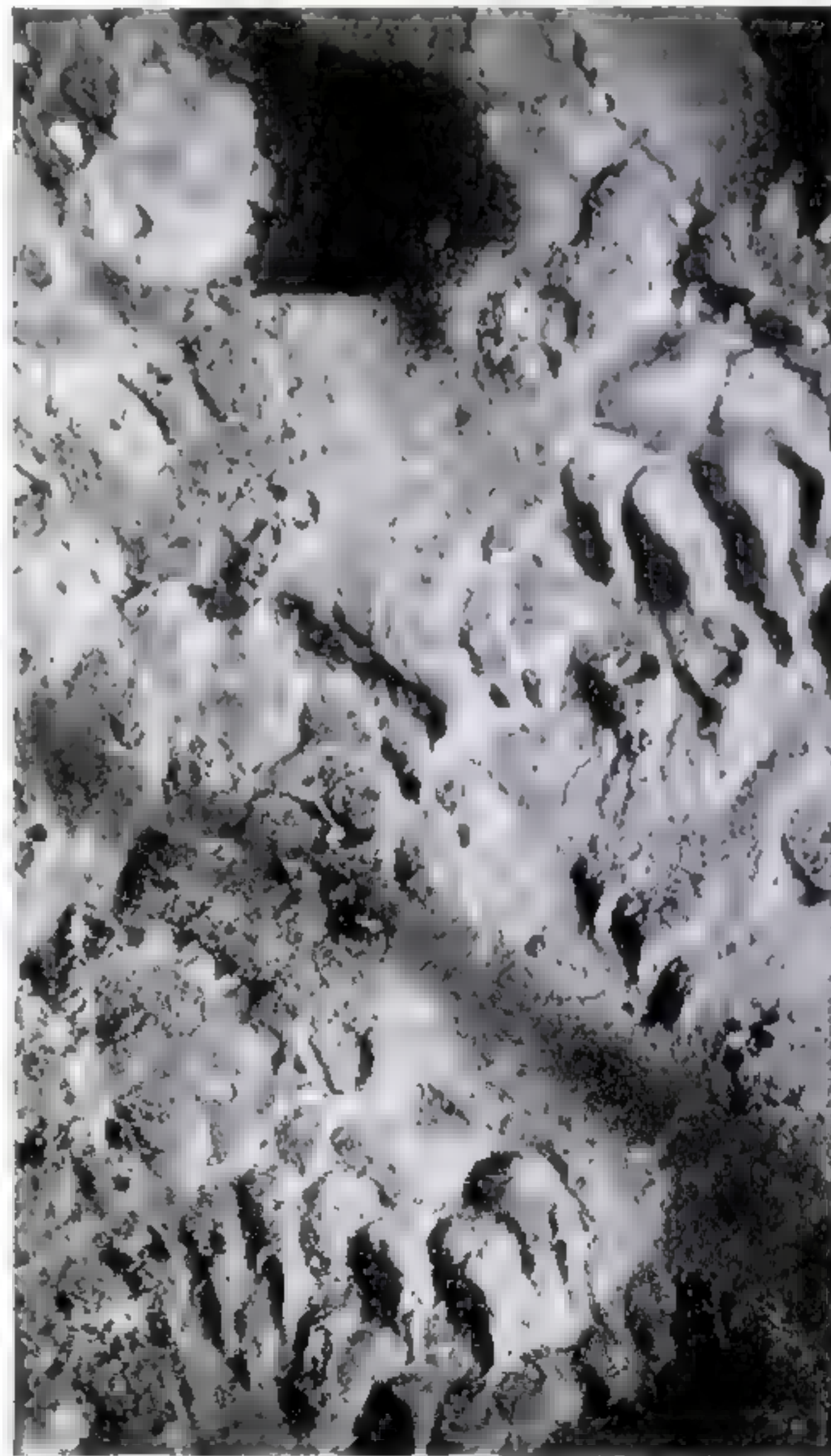
Also Regular Dress Styles for Men and Boys
For Free Style Booklet Write Dept. "X"

Winthrop Shoe Company • Div. International Shoe Company • St. Louis, Missouri

Stone Age Tracks CONTINUED



HYENA DROPPINGS were important evidence in identifying this animal which had long been extinct in Europe. They were preserved because of high lime content from bones crushed and partially digested by these scavengers.



HYENA FOOTPRINTS, deeply impressed in the petrified mud of the cave floor, are as clear as though they were made yesterday. Larger than those of a St. Bernard, they can be distinguished from tracks of wolves by their size.

CONTINUED ON PAGE 126



What's missing here?

FORTUNATELY, only the artist has turned back the wheels of progress. He did it by drawing a modern city with one thing missing. He left out the thing that makes modern transportation possible—the energy of oil.

Fortunately, the wheels of progress are not turning back—they are turning forward and will keep on turning forward. The benefits we get from oil will be even greater tomorrow than today. The thousands of men and women working in the great field of petroleum research are your guarantee of that. *Their* past record confirms their promise of further progress.

Out of American petroleum research has come better gasoline for your automobiles, better asphalt for your roads, better aviation fuel for America's planes, special lubricants for thousands of different types of machines and engines, diesel fuels for

modern trains and tractors, fuel oil for giant ships and home heating, synthetic rubber, plastics, insecticides, paint, cosmetics, modern medicines—the complete list would fill pages.

With research—and with the rivalry of many companies each trying to make better products and invent better ways to serve you, the oil industry sets the pace for progress. It is breaking new records almost every day: in production—in refining—in marketing—in service. The 34,000 individual oil companies in America are progress minded. And their progress makes for “better living”—means more comfort and convenience for you.

Oil Industry Information Committee

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THERE'S A PLUS FOR YOU IN PETROLEUM'S PROGRESS

It's Easy!

to make a Perfect Cocktail



For example, follow this recipe and guests will rave about your MANHATTAN...
 1/2 whiskey, 1/2 sweet vermouth, a dash or two of Angostura. Put ingredients in mixing glass filled with cracked ice, stir, strain, serve!
 Always remember the ANGOSTURA

to make a Tastier Drink

Make your OLD FASHIONED this way: Shake 2 or 3 dashes of Angostura, then a splash of seltzer on a lump of sugar. Muddle, add 2 ice cubes, twist of lemon peel, a cherry if desired. Add 1 1/2 oz. of favorite liquor, stir, serve!

Always remember the ANGOSTURA



Why experts always use Angostura Bitters

They know that a dash of ANGOSTURA aromatic bitters sharpens your taste, lets you enjoy the full flavor of the ingredients. To make your drinks extra-delicious and appetizing, always use this 124-year-old blend of tropical herbs and spices.

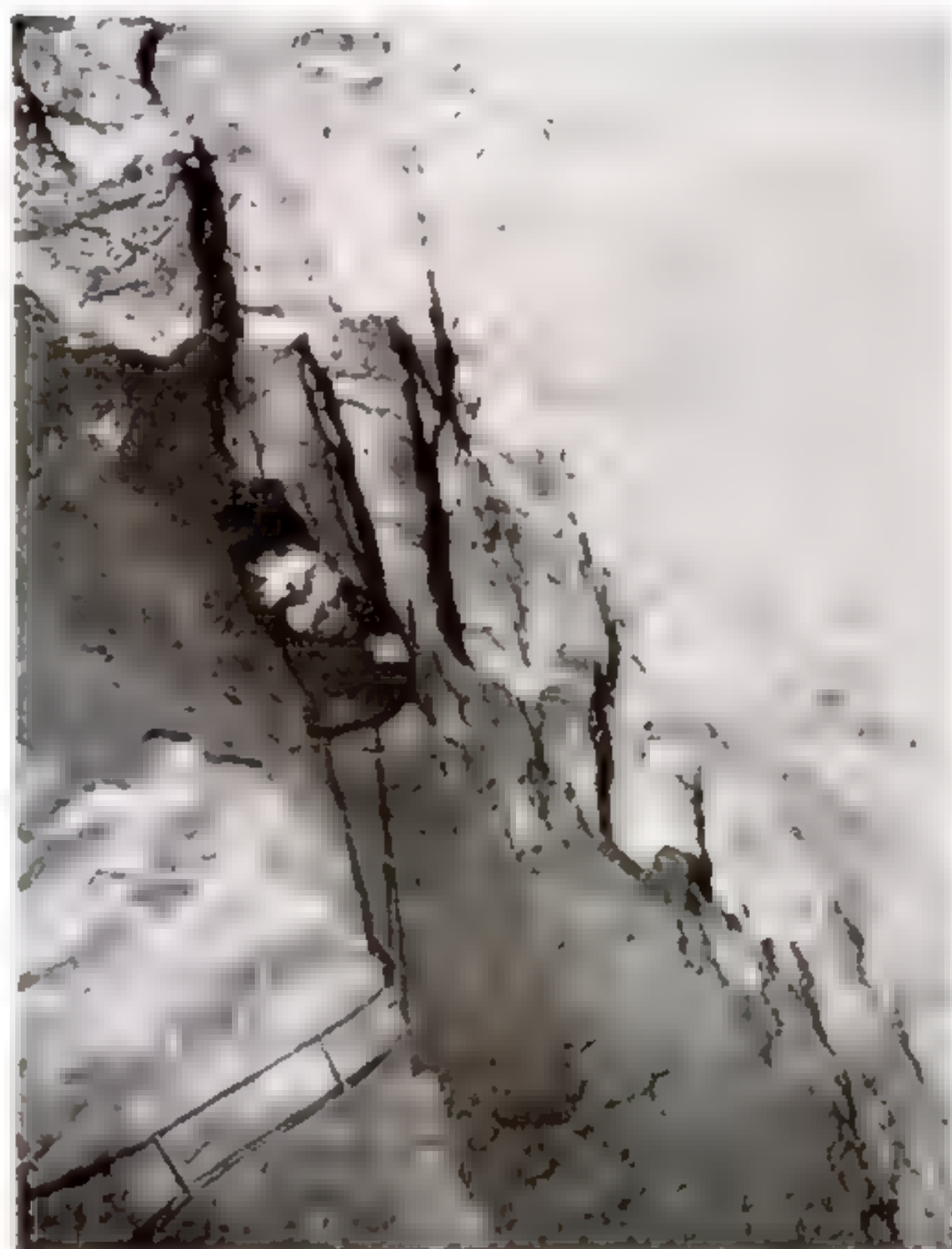


You can make 250 Drinks the Professional Way!

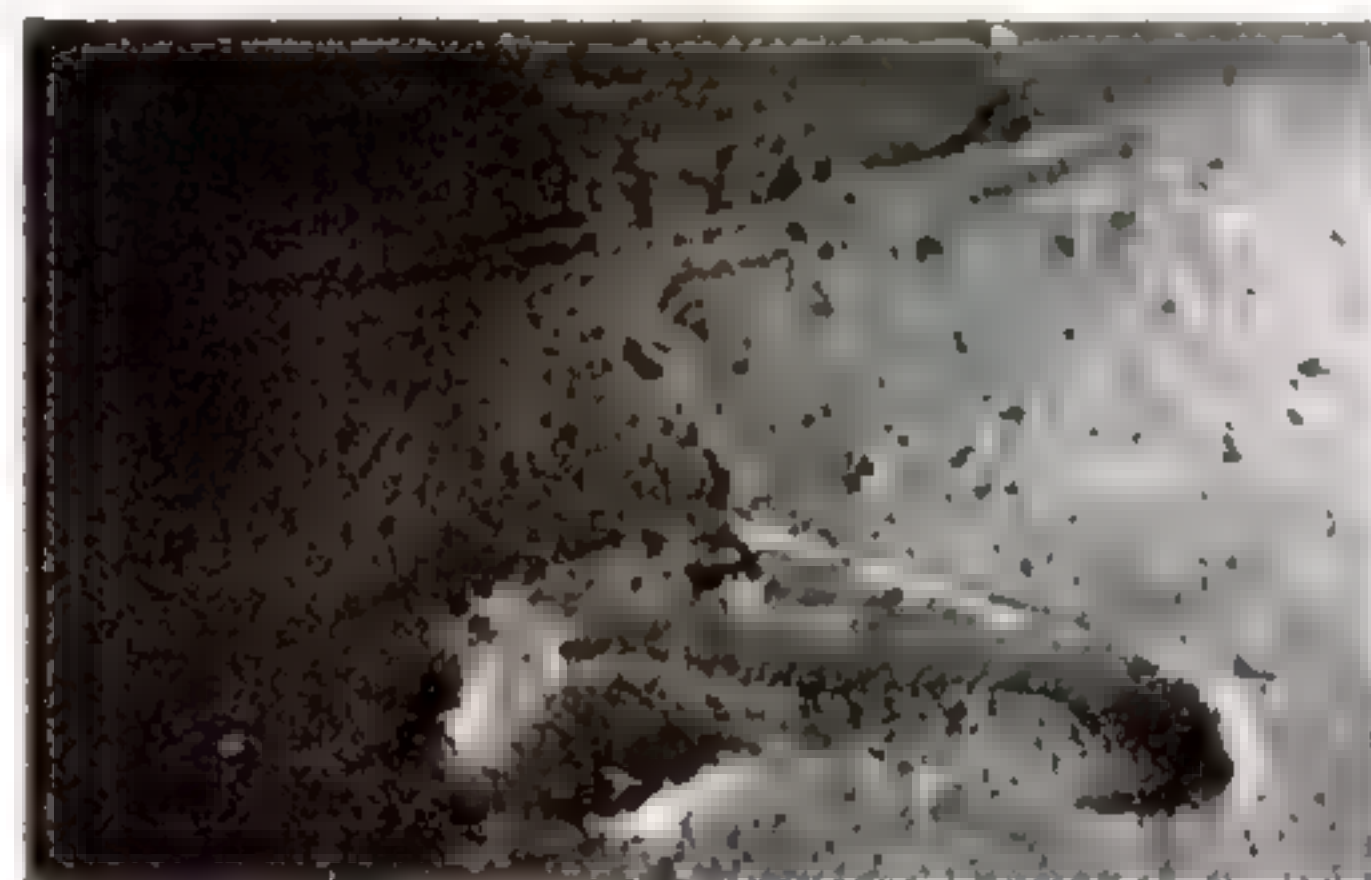
The Professional Mixing Guide used by reading barmen. Tells you how to mix 'em like an expert! Check full of helpful information! 96 pages! Send only 10c to: Angostura Wuppermann Corp., Dept. L-7, 304 E. 45th St., N. Y. 17.

ANGOSTURA
 TRADE MARK
 BOTTLED IN U.S.A.
 AROMATIC BITTERS
 32 INTERNATIONAL AWARDS FOR MERIT

Stone Age Tracks CONTINUED



TINY ENTRANCE to the inner cavern is almost filled by its discoverer, the Abbé Cathala, here worming himself through the first stage of the dangerous approach. The outer cave had been well known as a phosphate mine for 50 years.

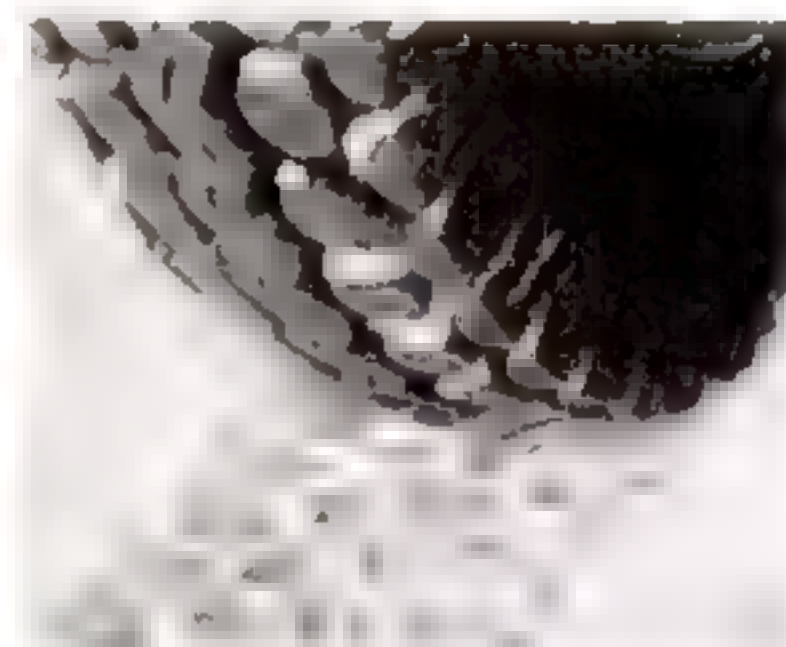


HUMAN TOUCH was left recorded on the hardened clay which shows where a man dropped his stick on the wet floor and slipped sideways when he stooped to pick it up. This evidence that cavemen carried staffs was new to scientists.



BEAR CLAWMARKS scarred the walls to a height of eight feet near shallow holes where the animals had once wintered. Bear nests are probably as old as the human and hyena footprints but still show clear marks of individual hairs.

B. F. Goodrich tire gives you sure-footed safety in mud and snow



When the going's tough, this B. F. G. Mud-Snow tire gives you more traction, more safety. The special tread has rugged shoulder cleats that bite into slippery snow and sticky mud with a tractor-like grip. And don't worry about a bumpy ride on open pavement! You get a smooth, comfortable ride, with no road pound—thanks to the center riding bar. Get a pair of B. F. G. Mud-Snow tires for your rear wheels today! The B. F. Goodrich Company, Akron, Ohio.

SEE YOUR B. F. GOODRICH DEALER



Sizes 4 to 12
Chips



A GAY GIFT
 IN A FANCY BOX

A dashing Chips Western Rig of durable Rayon Gabardine. Highly colorful, silk screen ornaments and horses on shirt. Contrasting pants. Maize and Brown Tan and Brown, Grey and Blue

\$12.95

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 Write For Name

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Which room in *your* house needs a beautiful new carpet?



IN ALMOST EVERY HOUSE, there's a room that's only half as attractive as it could be if it had the perfect carpet.

How about your house? Haven't you a room... or even two... that needs the "beauty treatment" of a wonderful new Bigelow Carpet?



Whether you live in a mansion or a cottage bought for a song and a G.I. loan, there's a just-perfect Bigelow Carpet for every square yard of it.

But read the facts below... and then don't wait another day to see your Bigelow dealer!

1. A wide, handsome choice of colors and patterns!

So many inviting colors, textures, and patterns it's hard (but wonderfully exciting) to choose *your* Bigelow.

2. A price range designed to suit everyone!

Pay a little or pay a lot. Bigelow doesn't price-tag taste. You'll get a truly distinguished carpet for anywhere from \$6 to \$18* per square yard.

3. Top-grade wools for lasting beauty, richness!

Imported wools are carefully blended to give each Bigelow Carpet rugged strength combined with luxurious texture.

4. "Lively" wool makes your carpet live longer!

Bigelow's manufacturing methods guard the natural springiness of the wool. That's why Bigelow beauties *stay* beautiful.

For name of your local Bigelow dealer, call Western Union by number. Ask for operator 25.

For luxurious living—the superb Serenade #6910-97. Note the interesting light-and-shadow texture of its rich surface. About \$14.50* a sq. yd.

For gracious dining—the fresh new leaf-motif, Beauvais #1814. It's charming for living rooms too, of course. (Many other patterns also in Beauvais.) Around \$9.50* a sq. yd.

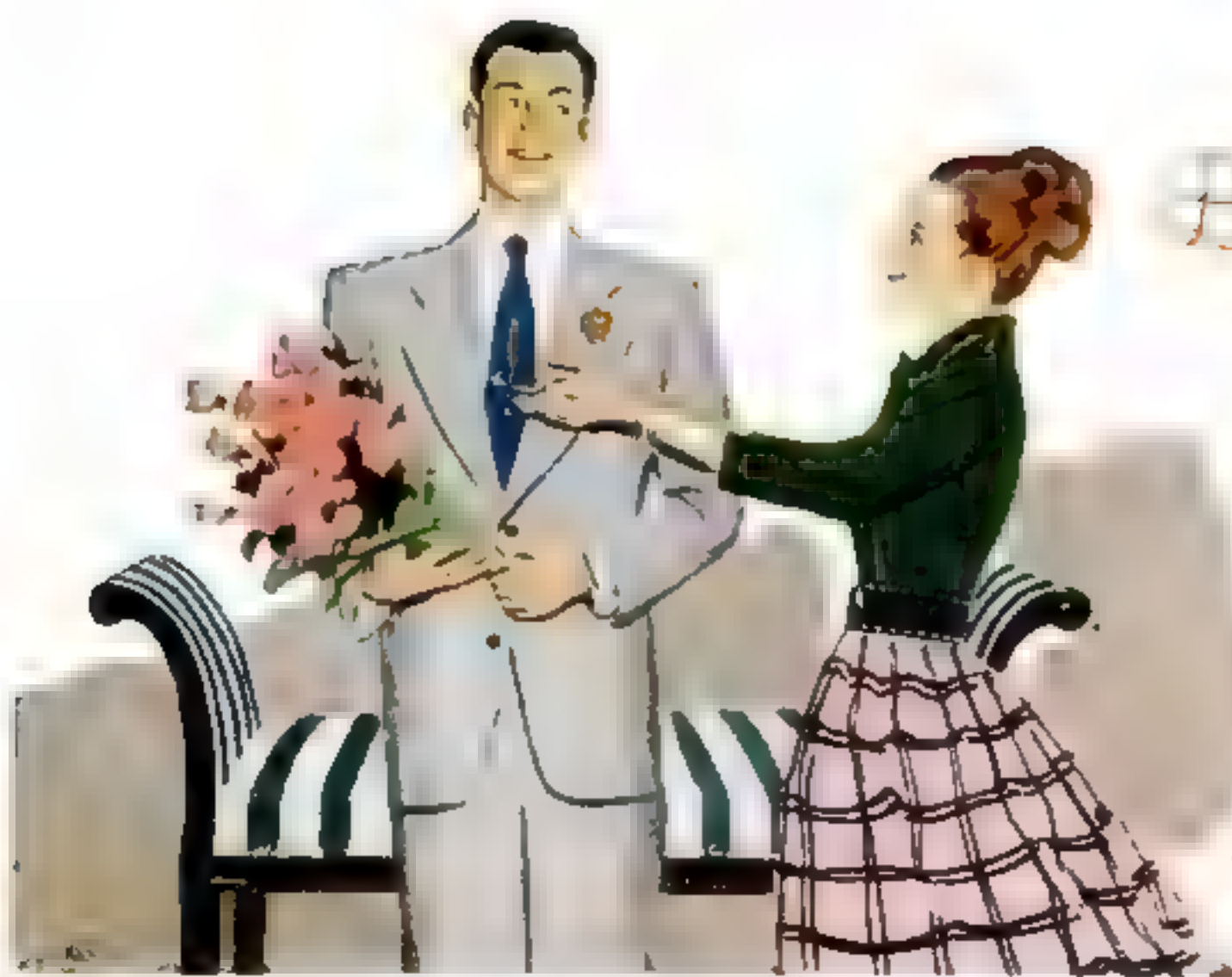
For a bedroom, or any room—Cassandra, a decorator's favorite, loved for its look of luxury, its soft, deep texture, and the way it goes with almost any furniture. About \$13.50* a sq. yd.

Slightly higher in the West.



Bigelow
Rugs and Carpets

Beauty you can see... quality you can trust... since 1825



Design for Deception

Your eyes deceive you! The Pin Klip*
doesn't pierce your tie, does keep it neatly centered, always.
A bit of SWANK magic, and here you see it in a trio of clever designs.
The pearl hilts are available
in ruby red, sapphire blue, topaz brown
and white. \$2.50 each.

Price subject to Federal Tax

Always look for the name SWANK on all our products

SWANK - © Swank, Inc., Attleboro, Mass.

*Patented

Men prefer
SWANK



INDIAN MARRIAGE CUP, made in early 17th Century, was given by Shah Jahan to his favorite wife, for whom he later built Taj Mahal. Cup is of silver worked over with French Limoges enamel.

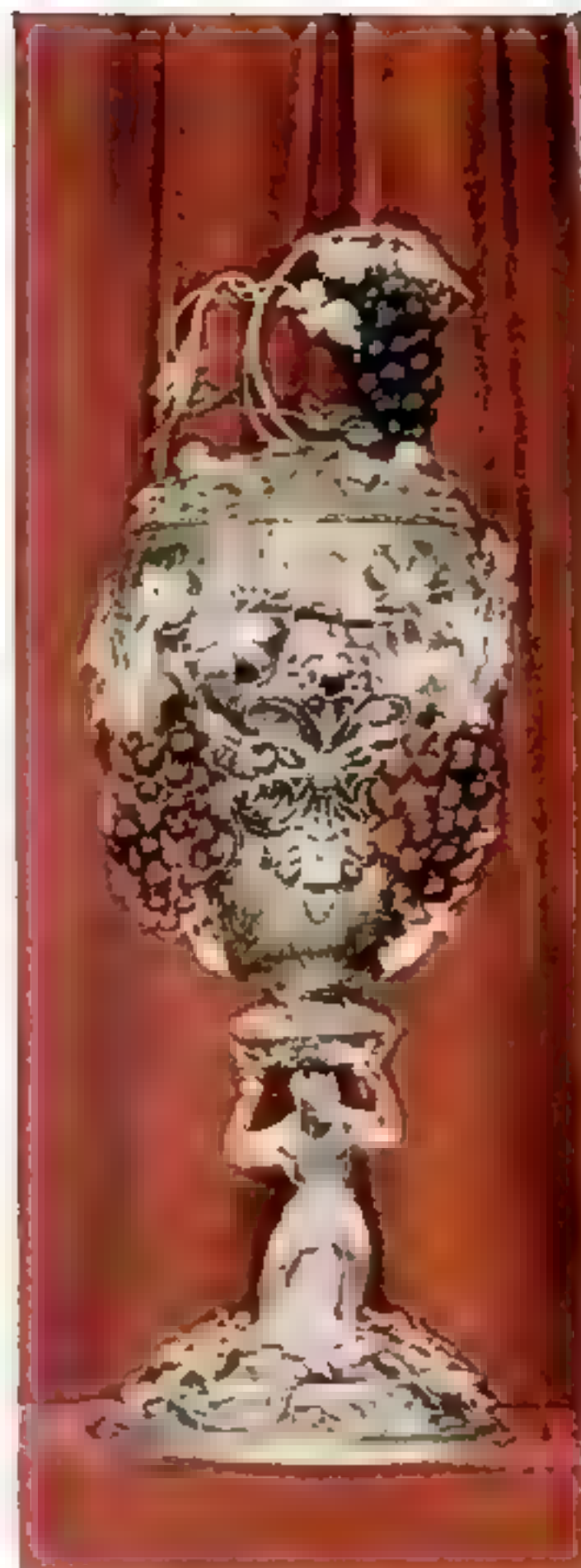


18TH CENTURY MASK CUPS portray mythological characters like Bacchus (far right) and satyrs (the three mugs in center). Italian "puzzle cup" (far left) spills liquid on the drinker through small holes in its side unless he determines its secret.

OLD DRINKING CUPS

Finest collection in U.S. belongs to drink-maker

Although the actual process of drinking is a simple one, man throughout the ages has devised some highly elaborate drinking cups to make it more fun. The most valuable private collection of such objects in the U.S. logically enough belongs to Francis E. Fowler, who, as president of the Southern Comfort Corporation, makes a liqueur for other people's cups. Fowler's collection of 500-odd drinking vessels, which he has amassed in only 14 years from antique dealers and private collectors, includes cups made of wood, leather, coconut shells, elephant tusks and even human skin. He is especially proud of historical items like Mumtaz Mahal's marriage cup (left). Fowler likes to put his cups on exhibition. He seldom drinks from any of them except on special occasions at his home in Pacific Palisades, Calif., when he is apt to break out four priceless silver and gold *bibbons* (saucerlike vessels) and treat his family to its favorite concoction—Southern Comfort and champagne.



SILVER CHALICE was a gift from Russian Czarina Alexandra to her friend the "Mad Monk" Rasputin. It is set with garnets, emeralds, sapphires and amethysts, is insured by Fowler for \$3,500.



CRYSTAL GOBLETs, carved from solid blocks of quartz by Viennese craftsmen about 150 years ago, are so hard they will withstand scratching from an ordinary

penknife. Enameled silver of covered goblet (left) is encrusted with rubies and pearls. Rock-crystal ewer (center) is decorated with 19 emeralds, goblet at right with rubies.

Hollywood's Newest! A Gift within a Gift!

Max Factor • Hollywood Make-Up Sets

...in gorgeous
useful plastic boxes

THE PAN-CAKE® MAKE-UP SET...

contains Max Factor Hol-
lywood Pan-Cake Make-
Up, Powder, Rouge and
Lipstick... to create new
glamorous beauty. All in
color harmony
for her type . . .

\$5.50
plus tax

In rich pink, with striking white raised plume design
This plastic box becomes a useful boudoir case.



for Blondes • Brunettes
• Brownettes • Redheads



No guesswork about her right shade

VANITY MAKE-UP SET

...contains a Max Factor
Hollywood loose powder
Vanity, 3 Lipsticks: Clear
Red, Blue Red, Rose Red,
for her type, and a match-
ing Gold-finish
Lipstick Brush

\$11.25
plus tax

A treasure box in simple cream and gold... becomes a
gorgeous jewel box, to grace her dressing table.



THE DE LUXE MAKE-UP SET...

contains Pan-Cake Make-
Up, Face Powder, Rouge,
Lipstick, Skin Freshener
and Cologne... a luxuri-
ous complete make-up
ensemble, to
delight her . . .

\$8.50
plus tax

In glowing blue, with 'moderne' gold and white design...
the box becomes a charming two-some of party trays.



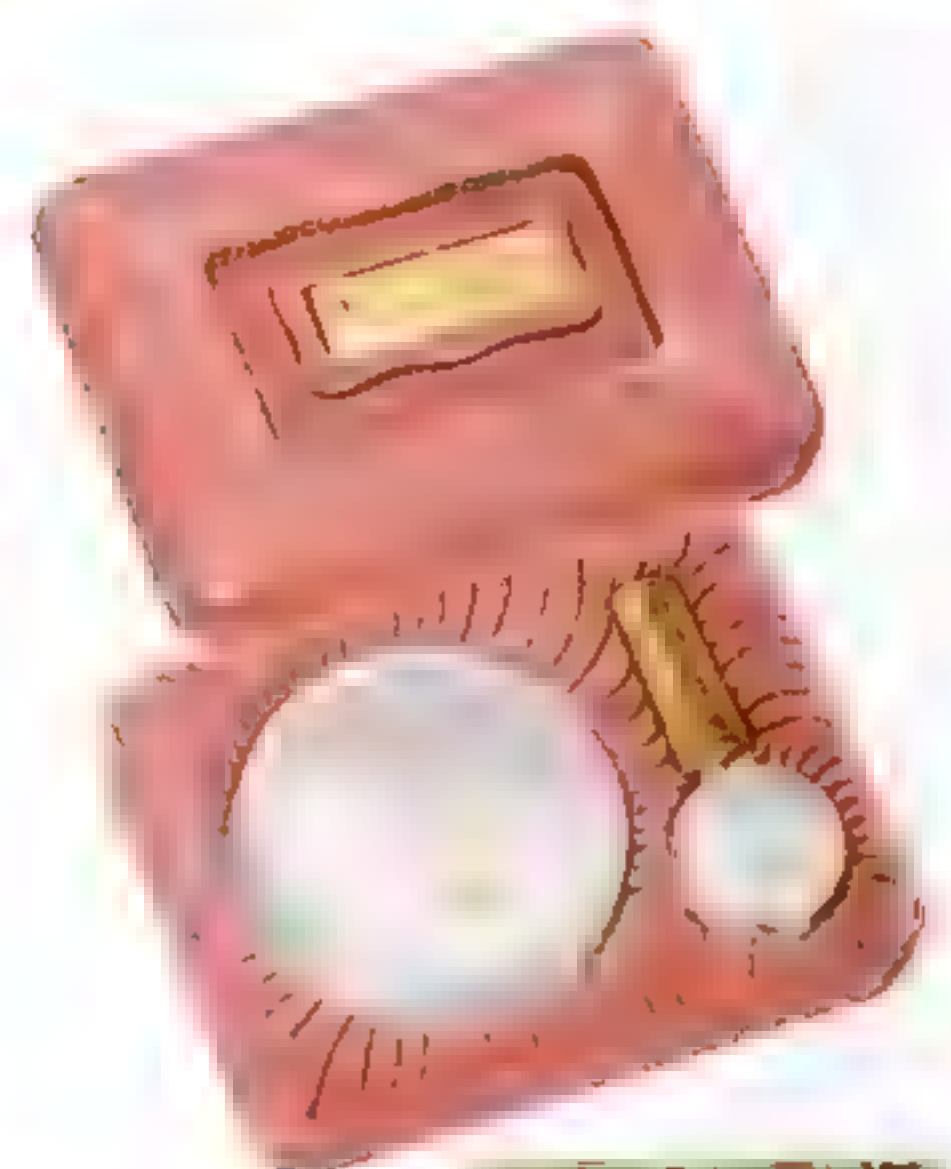
IT'S THE TRULY personalized gift! She'll be
thrilled to have her own individual color
harmony make-up ensemble as created espe-
cially for her type by Max Factor Hollywood,
the Genius of Modern Make-Up. She'll be
delighted with its gorgeous plastic case, es-
pecially designed in "high fashion" colors
for many later uses in home and boudoir.

Each set comes in 4 make-up ensembles—just specify
whether for Blonde, Brunette, Brownette, Redhead

*Pan-Cake (trademark) means Max Factor Hollywood Cake Make-Up

GIVE HER

"A Gift from Hollywood"



COLOR HARMONY MAKE-UP SET...

contains the famous Max
Factor Hollywood color
harmony ensemble... Face
Powder, Rouge and Lip-
stick... all according to
her type, a gift
she'll love . . .

\$3.25
plus tax

Strikingly decorative in American Beauty red... ideal
for cigarettes, candy or just this and that.





UNDER A CANOPY OF TELEVISION LIGHTS RAYMOND MASSEY AND EVA LE GALLIENNE PLAY THE PARENTS IN RUTH GORDON'S "YEARS AGO" AS OTHERS (LEFT) WAIT TO GO ON

BIGTIME TELEVISION

New medium booms into maturity with good dramas, well-known stars

For America's newest big industry 1948 has been a year of revolution. Reporting on television's progress exactly one year ago, LIFE found only 17 stations broadcasting to 136,000 sets, there was a potential audience of one million. By 1950, the industry thought, "several million more" would be added. As it turned out 1950's goal was practically achieved two whole years earlier. By this Jan. 1 there will be more than 50 stations, 700,000 sets and a potential audience of almost four million. Though still limited to metropolitan areas and more than a little amateurish and expensive compared with its trembling sister, radio, the lively art of television has landed in the bigtime with amazing speed.

The pictures on the following pages show the inevitable result. The programs, which LIFE last year called "mediocre to bad," have suddenly risen in stature and quality. Good dramatic programs crowd TV bands on Sunday night, attracting top performers like Raymond Massey and Eva Le

Gallienne (*above*), Jessica Tandy, Margaret Sullivan and Paul Muni. To get the experience Hollywood's highest-priced stars take low pay on a TV network which still reaches only part of the eastern seaboard.

Not every night is Sunday night, of course. Television still has more than its share of fifth-rate vaudeville and worn-out western movies. All the talk of special movies for television has so far produced very little. Old Mother Radio's hand still lies heavily on the programming and manners of the new medium. This becomes painfully obvious when a video station tries to work around the clock (pp. 138, 139). Few new techniques have been devised which are not taken from the theater, radio or movies. The heavy cameras seldom show imagination. Yet despite these limitations TV's frequent crudity has charm, and it has an immediacy—an "it's-happening-right-there-while-I'm-watching" quality—that makes the whole world of entertainment, journalism and politics want to get into the act.



PAUL MUNI plays in a telecast of Elmer Rice's *Counsellor-at-Law* on the *Phileo Playhouse* (NBC). In this scene, deserted by his wife, Muni starts to leap from his office window only to be stopped by his secretary. As suggested by this elaborate

set, which utilizes a huge photomural, the Phileo productions are expensive, cost an average of \$17,000 each to produce. All the productions are recorded on film and distributed to other television stations for use after the first "live" telecast.



JESSICA TANDY appears in a presentation of Tennessee Williams' *Portrait of a Madonna* on *Actors' Studio* (ABC). Here, as a woman driven mad by the memories of her long-shattered romance, she is taken away to an asylum. This one act

play, later rewritten by Williams into his Broadway hit *A Streetcar Named Desire*, amounted virtually to a monolog by Miss Tandy, who also plays the leading role in *Streetcar*. Her touching performance made the weak TV play seem first rate.



WHILE BIBI OSTERWALD BELLOWS "THE DARING YOUNG MAN ON THE FLYING TRAPEZE," JOHNNY SILVERS FLITS IN ON A WING AND A CABLE IN "MISSISSIPPI MUSIC HALL"

VARIETY SHOWS

They provide a happy haven for vaudevillians

All over the country variety shows, with or without Milton Berle, are now the most popular thing on television, outdistancing sports and drama. The shows are a catchall for vaudeville, opera, musical comedy, ballet and even jugglers. The flavor varies from the nightclubby format of *Toast of the Town* (opposite, upper left) to the showboat air of *Mississippi Music Hall* (above). Recently the variety formula even invaded the fashion world (opposite, upper right) with a horse, a jockey and song-and-dance routines.



HE DOES A HILLBILLY DANCE WITH JUDY CANOVA



YOWLING BERLE OUT-JOLSONS JOLSON IMITATORS



ALONE WITH KEY CHAIN, HE DOES SOLO TANGO

The most popular man in television today is Milton Berle, a 40-year-old nightclub comedian. For years he had not gotten far in either radio or the movies, apparently because set gags and scripts failed to put across his visual humor. But his spontaneous, if hammy, quality as master of ceremonies on NBC's *Texaco Star Theater* has brought him an 80.7 Hooper rating, 28.9 points ahead of the next most popular TV show.



BERLE TEETERS on acrobat's feet after the team grabs him and forces him into the act. "Texaco!"

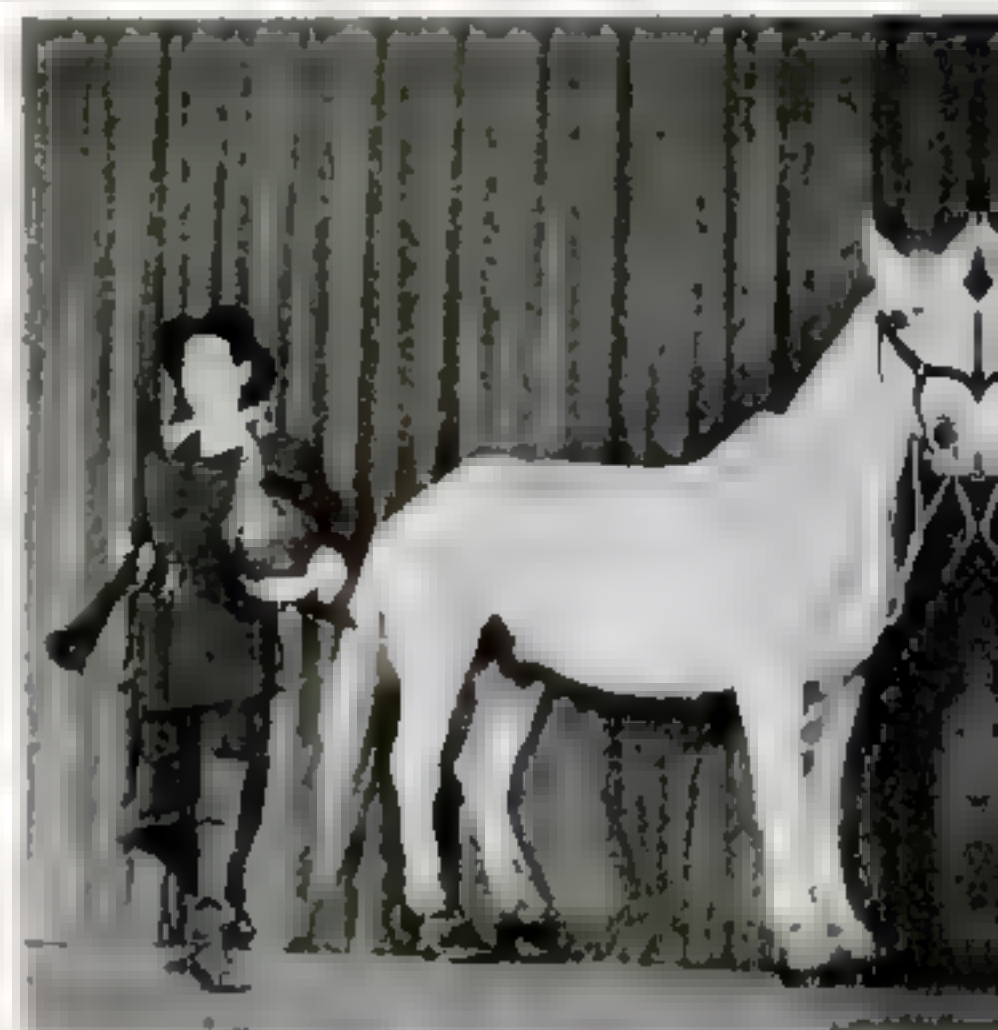
Berle screamed, "get me out of this." Actually Berle had rehearsed this stunt earlier, had proved adept.



BERLE TOTTERS through a take-off on Carmen Miranda with Yvona Raymond, 7. Berle is fond of

showing his clumsiness—a dancer, is even fonder of joining featured performers in their specialty acts.

ONE HOUR OF MILTON BERLE



AT THANKSGIVING BERLE IS PILGRIM, WITH HORSE



HE SINGS AS HIDDEN COMIC'S HANDS GESTICULATE



TANGO TEAM IS JOINED BY A MUSTACHIOED BERLE

MILTON BERLE

Kibitzing on everyone's act has made him TV's top comic



MARGARET SULLAVAN FINDS A CORPSE IN CBS DRAMA

DRAMA

It draws film and stage stars along with some big sponsors

Within two hours on one evening a few weeks ago, an audience of two million along the eastern seaboard could enjoy performances not only by Raymond Massey and Eva Le Gallienne but also by Paul Muni and other members of the original Broadway cast of *Counsellor-at-Law* (top left). Although most plays must be cut to fit into one hour of television, topnotch casts and fine productions moved the *New York Times* to comment, "... Television no longer threatened to bring theater to the home; it delivered." So many stars are taking flings at television that on good video nights a chair at home is often better than an orchestra seat on Broadway.

Programs like these, certainly the best television has to offer from the artistic standpoint, have brought financial joy to the station owners. Two of the dramatic shows have attracted big bank-roll sponsors: Phileo and the Ford Motor Company. With movie companies attempting to buy entire networks, a way may soon be found to give the best in current movies as well.

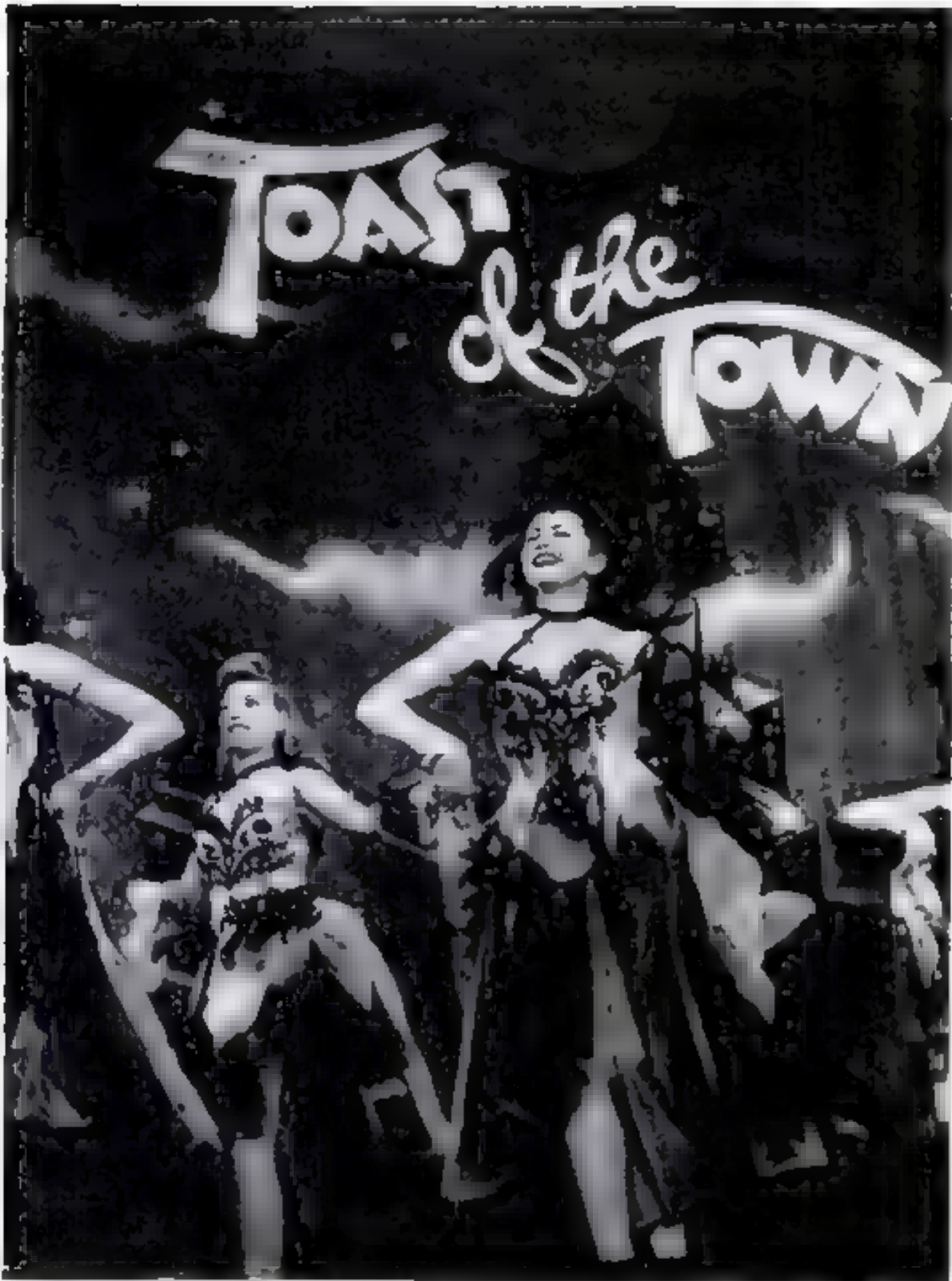


CLOSE-UP of Miss Tandy (reporting an imaginary assault) shows how the TV camera can bring the audience closer to the performer than any theater seat.



JOAN McCRACKEN plays a legitimate role in the *Actors' Studio* dramatization of Katherine Brush's short story *Night Club*. Miss McCracken's part was

highly emotional and was played mostly in pantomime. Action all took place in a ladies' room which looked plushier than the interior of most nightclubs.



IN NEW YORK against a backdrop representing the skyline, a line of leggy chorus girls brings a nightclub flavor to the CBS variety show, *Toast of the Town*.



ON DU MONT'S WABD a jockey and an old nag, supposed to be a racing filly, give sporting flavor to *Fashions on Parade*. The show puts models in odd settings.



IN LOS ANGELES a disk-jockey program features hot-jazz guest performers like Steve Gibson and His Redcaps and ponderous Paula Watson, a singing pianist.



IN WASHINGTON, D.C. a salad is actually tossed by comic team of Jeanne Warren and Johnny Bradford. They also sing, jitterbug on TV five nights a week.



MARY MARGARET McBRIDE in her NBC television show asks, "What's this I have in my hand?" An announcer hastily explains it is a Sylvania cathode-ray

tube. Such laborious commercials are typical of the show, almost unchanged from Radio. Mildly interested guests are Faith Baldwin (left) and Jan Struther.

AROUND THE CLOCK WITH DU MONT			
<p>7 A.M. Day begins on WABD with the forecast on face of clock.</p>	<p>7:15 Gymnast exercises to lure the home audience into activity.</p>	<p>8:30 A girl baby-sitter tells stories intended to keep the tots quiet.</p>	<p>8:45 The baby-sitter draws pictures, tells tales.</p>
<p>3:15 Love songs are sung ardently by the "Girl with Flaxen Hair."</p>	<p>3:30 Society program, like others, is introduced with a title card.</p>	<p>3:31 The society "host" appears, displays hat and a carnation.</p>	<p>3:32 Postle Pamela Carran is the guest. Watch vase.</p>
<p>5:45 A kids' show revives the host of society, now "Uncle Chuck."</p>	<p>6 A cartoon on <i>Small Fry Club</i> shows army of mice turning tables on cat.</p>	<p>6:30 Sports show combines still photos with live interviews.</p>	<p>7:30 <i>Doorway to Fame</i> gives amateurs a chance at TV.</p>

RADIO'S CHILD

It inherits some old faults

Unfortunately not all television fare is on the high level of its dramas. Much of it has been taken almost intact from radio. Mary Margaret McBride, whose chatty ramblings are popular in radio, becomes less than bewitching on TV when she sits behind a table displaying odds and ends of sponsors' products (*left*), uncomfortable guests and her own formidable gardenias. However in interesting things like radio's amateur shows TV has proved a bit more merciful and often (*right*) much more interesting.

Newest carry-over is all day programming, begun by Du Mont's New York station WABD (*below*), which is not owned by a radio network and thus does not compete with its own daytime shows. The networks are getting ready to follow WABD's lead, and only last week the American Broadcasting Company revealed it had begun auditioning for daytime television.



ON AMATEUR SHOW taken from radio, a contestant displays virtuosity by doing splits while she

fiddles on Du Mont's *Original Amateur Hour*. Unlike radio's Major Bowes's hour, show seldom uses gong.

			
9:15 A chapel session is held for shut-ins of all sects.	9:45 Amanda mixes blues and hits of her homespun philosophy.	10 Shopping tips by Kathi Norris add up to half hour of gadget ads.	12:30 P.M. Johnny comes on with his Philip Morris call.
			
3:32 The mike falls, breaks vase. Host keeps cool.	4 Glamour tips for career girls include hints about lingerie and cosmetics.	4:30 Wendy Barrie has guest Jimmy Dunn on <i>Inside Photography</i> .	5 Street outside the studio is shown as a relief from view of the clock alone.
			
8 A lienne, who is a chanteuse, both sings and does modeling.	8:30 Attractive girl ninny teaches shooting on sports program.	9:30 Court of Current Issues puts Rep. Bloom (center) on the air.	10:45 This spooky title brings only boogie music and the sign-off.



TWO CAMERA IMAGES ARE USED TO CREATE TRICK SHOT SHOWN ABOVE RIGHT



HIDDEN CAMERA is revealed as painting on wall is raised at a Paul Muni rehearsal. This enables the cameras to provide varied angles—thus seeming to move all over the set. Painting hides back when camera shoots that portion of the room.



ON TV SCREEN SINGER LUANNE JONES SEEMS TO BE A PYGMY ON THE PIANO

TRICKS OF THE TRADE

Cues are hard, costume changes split-second

In creating its visual effects television is beginning to show ingenuity. One eerie effect (*above*), in which a pint-sized singer heckles a full-sized pianist, is created by the trick (*left*) of combining two camera images. This enables the spook to vary in height from 4 inches to 5 feet as she pops up on pianos and in mid-air on a Los Angeles music program. With their crude cues (*below*) some TV studios get to look like Hollywood studios of the 1940s. But their cleverly concealed cameras (*below, left*) more resemble Hollywood today, and their frantic nagenues leaping in and out of dresses (*right*) are happily reminiscent of hectic backstage scenes on Broadway.



GIVING CUES is sometimes primitive. Here two stars of a *Kraft Theater* show are poked with a stick (*lower right*) as a cue to bring their kiss to an end. With the camera focused on their clinch, they had no other way of knowing when to stop.



CRIMINAL
AT LARGE

ONLY HALF HIDDEN BY A SET, JOYCE HAYWARD
TAKES 50 SECONDS TO GET INTO NEW COSTUME.
THIS IS ONE OF FOUR CHANGES IN SINGLE PLAY



ELEPHANTS AT THE ANTWERP ZOO REACH ACROSS MOAT FOR BREAD

EUROPEAN ZOOS

by CHARLES J. V. MURPHY

I FIRST encountered the gentleman in the Press Center in Munich, a circumstance which by itself might be put down as almost improbable. Were it not that the traveler is apt to find in these military press hostels abroad practically anybody except a journalist. A stumpy, bespectacled figure of indeterminate age, with tobacco-stained fingers, he was introduced to me merely as Dr. Mann of Washington, D.C. I indexed him tentatively in my mind as a government economist. Yet he had a decided air, and my curiosity in him was further aroused by his constant companion, a tall, cadaverous man with a melancholy face, whose droopy green plus fours identified him as a Bavarian gentleman of the prewar era. When, therefore, one morning at breakfast chance left beside Dr. Mann the one unoccupied chair in the dining room, I directed myself to it, confident that with the coffee I would be given the lowdown upon some obscure but tendentious European problem.

"And what brings you to Europe?" I inquired, after the usual exchange of breakfast amenities.

"Odd that you should ask that question," Dr. Mann answered, obviously pleased. "The fact of the matter is that I'm making a survey of European zoos."

"I beg your pardon."

"That's right—zoos," he went on. "I'm Bill Mann of the National Zoo in Washington. And my friend here," he added with a ringmaster's flourish, "is Dr. Hans Heck—Herr Geheimrat Heck, director of the great Munich zoo."

Dr. Mann explained that his companion was a member of the famous Heck dynasty which, with the Hagenbecks of Hamburg and the Ruhes of Hanover, had supplied the principal German zoos with managing directors for four unbroken generations. "Hans here," Dr. Mann went on, "is one of the world's foremost geneticists. Only yesterday I learned that after an experiment lasting 30 years he has succeeded in re-creating an extinct breed of cow."

While I was still trying to digest this enigmatic item of information, Dr. Mann rose abruptly to his feet, explaining that this was his last day in Munich and he was anxious to spend his remaining hours inside Dr. Heck's zoo. "Come along if you wish," he suggested. "You'll find it well worthwhile." Unfortunately I had another engagement, but being determined at

PERE DAVID DEER, ORIGINALLY ASIATIC, ARE NOW EXTINCT EXCEPT FOR THIS HERD IN ENGLAND BELONGING TO THE DUKE OF BEDFORD



They are ingeniously recovering from the war by swapping okapis, raising rabbits to feed the lions and building wall-less bird cages

any cost to learn precisely what Heck had done to the cow, I arranged to meet Mann later in the day. We met in the bar at the Press Center and before the first old-fashioned had been drained I realized that through Bill Mann I was hearing the first completely friendly and bullish report upon Europe uttered by an American since the end of the war.

He began: "Lord Beaverbrook once said that, next to sex and murder, animal stories from the zoo were the best surefire circulation builders in a newspaperman's repertory. Beaverbrook was a shrewd judge of human nature. The trouble with you journalists is that you keep forgetting the zoological mother lode. You are obsessed with politics and economics. You keep yapping away about the Ruhr, about currency reforms, trade and all the other dull subjects. Yet one quiet afternoon in a good zoo would do more for the human spirit and tell you more about Europe than a month of interviews with all the leading statesmen.

"The zoo is a place for the little people. The Germans under Hitler, so stupid about other things, at least understood that. During the occupation of France, for example, they stripped the museums. But they were careful not to touch the zoos, and in fact they even contributed animals to the Paris zoo. A zoo is a place of escape from the troubles of the world. A man can go there and forget about the Russians, inflation and a nagging wife.

"Now, there's plenty of news for a journalist in the zoos of Europe—if he goes through the gate in the proper frame of mind. Take this Munich zoo. Munich being the spiritual home of the Nazi party, the zoo, along with the rest of the city, took a terrible beating from the R.A.F. One bomb blew up the birdhouse, killing most of the birds and wiping out a collection started many years ago. The antelope house was reduced to rubble. Another bomb knocked the roof off the elephant house. In all, more than half the animals were killed; of the survivors many died of hunger.

"A blow of comparable size to the average business would leave it in a state of hopeless bankruptcy. But my friend Hans refused to be beaten. It was, of course, impossible for him to restock his empty cages by purchasing more animals from the dealers in Africa, Burma and other places. Yet by painstakingly breeding the survivors he has managed to build up a fine new collection of tigers and lions. You may not appreciate how difficult this was unless you realize that it was hard enough for Hans Heck to find food for himself, let alone for his animals. Heck solved his food problem partly by

CONTINUED ON NEXT PAGE

LES OISEAUX DANS CES CAGES NE SONT
SÉPARÉS DU PUBLIC PAR AUCUNE CLÔTURE



LIGHT RAYS, NOT WIRE, KEEP ANTWERP ZOO'S BIRDS INSIDE CAGES

WHO HAS SOLD SEVEN TO LONDON ZOO, FOUR TO BRONX ZOO, MAKING OTHER ZOO MEN VERY ENVOUS. IN BACKGROUND: R.A.F. BOMBERS



breeding guinea pigs and rabbits in great numbers as a self-replenishing food supply. But even then he would have failed but for the generosity of zoo-lovers who saved their table scraps for him. The chimpanzees presented a more difficult case. Heretofore it has been possible to keep them contented in captivity with liberal diets of fresh fruit—chiefly oranges and bananas. The only oranges and bananas that Heck has seen in nearly a decade were in the hands of American GIs. But Hans developed a special vitamin pill which satisfies the chimpanzee, and he now possesses a remarkable collection representing three generations, the last bred since the war."



DR. WILLIAM MANN is director of National zoo in Washington, D.C.

"What did you learn, Hans?" I asked him. "Nothing," he said, "that any good animal man does not already know—namely that on occasions of danger a wild creature will behave a lot more sensibly and with more dignity than the ordinary human being." They never roared or dashed wildly around, as lots of people did. The lions and tigers crouched against the wall and waited in silence for the danger to pass. The baboon, if anything, showed himself a little sharper than even Hans Heck. Several minutes before the siren sounded he would go still with attention, then retreat into his stone cave, showing that he had heard the sound of the engines before Heck did; and he always knew before Heck did that the bombers had gone, because he would usually emerge from his cave before the 'all clear' sounded."

Yet the particular accomplishment on Heck's part which most impressed Mann was the genetical tour de force which he had mentioned that morning—the "de-evolution" of the modern cow. Years ago, Bill said, Heck had become interested in the cattle depicted in the crude prehistoric cave paintings found in France and Spain. They are called aurochs, and the last recorded specimen was killed in Poland in the 17th Century. Heck became obsessed with the idea of reproducing the species. Since the contemporary domesticated cow was a direct descendant, he reasoned he would work his way back to the progenitor by a controlled breeding of throwbacks.

"It was a case of matching up the right atavistic combinations," Bill explained, "and during the war Hans finally got what he wanted—a 20th Century aurochs. He showed me half a dozen cows that are dead ringers for the extinct species—massive, sluggish beasts, with a strange white stripe down the back. You'd take them for prehistoric animals at a glance."

"Hitler boasted he would turn history back 1,000 years. Hans has certainly turned the cow at least as far back as the 17th Century. That is not the only thing he has done along these lines. He has also succeeded in reproducing the extinct forest horse of Germany."

Before we separated that evening, Bill gave me a quick audit of the results of his zoological survey up to Munich. He had already visited zoological parks in Britain and France. While the general picture was heartening far beyond his expectations, there were, he

It was evident that Dr. Mann regards Hans Heck as one of the truly heroic figures of postwar Europe, more successful in his world than men like Bevin, Schuman and Churchill have been in theirs. "Do you know what Hans did during all the bombing of Europe?" asked Bill. "He had built a little concrete shelter with slits all around the top, which was set in the middle of the zoo, close to the lion and tiger houses. Whenever the sirens went off, telling of the approach of the Allied bombers, he'd run for the shelter, squeeze inside and lock the door behind. From this concrete cubicle, by the light of the exploding bombs and fires started by the incendiaries, he would study the reaction of his animals."



HANS HECK, of a famous German animal family, directs Munich zoo.



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AUROCHS, prototype of the modern cow, became extinct about 300 years ago, was recreated by Dr. Heck through controlled breeding of throwbacks.

EUROPEAN ZOOS CONTINUED

admitted with candor, several dismal spots requiring rehabilitation. For example the famous bird sanctuary at Cleres near Rouen in France, which before the war had contained one of the world's finest ornithological collections, was an almost total war casualty. The Germans had used it as a sending station for their V-weapons. The numerous mishaps, plunging back to earth after short flights, tore up the fine forests and caused the death of hundreds of birds, including an almost priceless collection of rare Siberian cranes. Bill was conducted through the ravaged sanctuary by its owner, Dr. Jean Delacour the distinguished ornithologist, who never stopped mourning the shattered trees and empty twisted cages. "He'll never forgive the Germans," Bill said, "for eating his prize geese for their last Christmas dinner in France."

But in Paris Bill found the distinguished director of the Paris zoo, Dr. Achille Urbain, jubilantly awaiting the arrival of a veritable zoological treasure trove from the French Cameroons—a shipload of gorillas, elephants, monkeys, reptiles and other beasts. "In one stroke," cried Dr. Urbain, "we shall restore the glories of this zoo."

In Britain on the Duke of Bedford's vast estate in Woburn Abbey north of London he inspected the last known herd of Pere David deer, unique for their many-branched antlers. The deer, so-called after the French Jesuit who brought the first specimens to Europe, was indigenous to Asia, but the last herd there, belonging to the Emperor of China, was wiped out during the Boxer Rebellion in the fighting around the palaces. "Think of it," sighed Bill. "The duke has 300 of these deer. I would give my right arm just for a pair." And in London he found the director of the famous zoo in Regents Park, a man named Dr. Geoffrey Ververs, crowing in a dignified British way over the imminent arrival from South Africa of a pair of armadillos, a species of anteater which is both rare and extremely popular with zoo-lovers. "I can tell you that they are tricky animals," Bill noted. "Their natural food is termites, but Ververs has gradually won them over to a diet of horse meat."

Cages without walls

BILL left that night for Switzerland, for a quick look at a radically new sea lion pit in the Basel zoo, which had created a sensation at the annual convention of international zoo directors in that city in 1947. From there, he explained, he would go to Antwerp, to examine what he described as the biggest single innovation in zoo practice this century—bird cages in which a wall of light takes the place of glass and wires. "A fellow named Van den bergh dreamed up the idea, and I hear he's a smart fellow. Why don't you meet me there?" he asked, owlishly. "A lot of bunk has been published that Europeans are running out of ideas. If I were a journalist, I certainly wouldn't think of leaving Europe without talking to Van den bergh."

The upshot of it all was that 10 days later, as Bill was sure I

CONTINUED ON PAGE 148

PAIN

of headache, neuritis and neuralgia

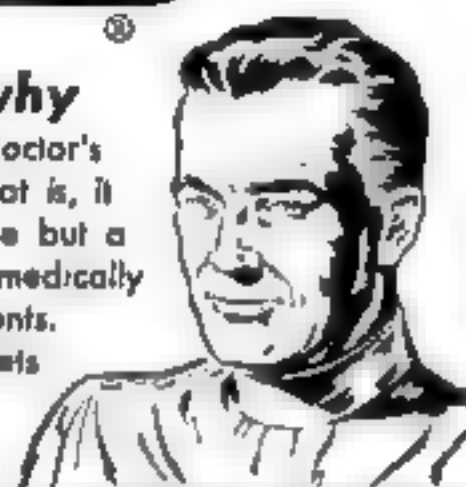
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FOOD FOR BIRDS in Antwerp zoo is prepared by keeper Anton Beinaerts who has been on the job for 28 years. Supervising is his pet golden parrot.

EUROPEAN ZOOS CONTINUED

would, I met him at the railroad station in Brussels. With him was a stranger, a wiry, sharp-visaged man in a blue suit, whom Bill introduced, saying, "This is that smart young fellow I told you about—Walter Van den bergh." Mr. Van den bergh, who alongside Bill Mann's sartorial shapelessness resembled a successful young engineer, was full of curiosity about what Bill had seen in other zoos. During the drive to Antwerp he plied Bill with questions. They exchanged views concerning the Basel sea lion pits, which allow animal-lovers to inspect the animals from overhead walks, and they reminisced about Mussolini's famous zoo in Rome. As the talk turned to the state of the Berlin zoo, I sensed the true freemasonry of the zoo manager's profession.

"You did not go to Berlin?" asked Van den bergh in halting English.

"The trip would have been wasted," answered Bill. He explained that in Munich he had seen Lutz Heck, brother of Hans and former director of the Berlin zoo. "The zoo is *kaput*—40 buildings, all the animals. Not a stone remains."

"There were strange stories during the war," Van den bergh continued. "In Belgium we heard of wolves escaping from the cages into bomb shelters and of lions being shot in the street."

"Lutz said that was all poppycock. The animals that were not killed by bombs were shot by orders of the government. But I guess the Germans had it coming to them," said Bill.

"The Germans have destroyed the Antwerp zoo twice in my lifetime," said Van den bergh thoughtfully, "and after such experiences, what once seemed difficult becomes the normal order." At the outbreak of the war, he said, he was mobilized in the army and taken prisoner by the Germans. That first winter all the meat-eating animals—the lions, tigers, bears and pumas—60 in all, were shot at the request of the Antwerp authorities, because no meat could be spared for animals. A little while later, after the confiscation of the fishing trawlers by the Germans, the fish-eating animals—penguins, sea lions, pelicans—suffered the same fate because no fish was to be had. Then in the fall of 1944, shortly after Van den bergh returned to his post as director, more blows fell. In the fighting for the port of Antwerp the zoo was hit 16 times, chiefly by buzz bombs aimed at the railway station next to the zoo. The Natural History Museum was hit several times; the glass in the greenhouse was blown out. And a direct hit on the antelope house demolished the structure and killed three of the five remaining animals.

"Nor was that the end of it," Van den bergh went on. "The winter that followed was the worst in the recent history of Europe. There was no coal. There was no glass to repair all the broken

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OPEN PYTHON CAGE in Antwerp zoo has no glass or wire in front. Snake is kept from escaping by patch of refrigerated sand (white area, foreground).

EUROPEAN ZOOS CONTINUED

windows. My head keeper and I finally carried the surviving birds and the reptiles into my office, to share with them the heat of a tiny coal stove. Until that winter my head keeper had managed to keep our family of 80 flamingos alive on grain from a bombed warehouse, which had been deemed unfit for human consumption. Yet in a week all of them died. I lost my last Komodo dragon from the Dutch East Indies. And only the other day my last orangutan died of tuberculosis contracted during that awful winter."

The end of the war found the unfortunate Van den bergh empty-handed except for a few monkeys and chimpanzees, a few dozen different kinds of birds and a pair of long-horned African Watussi. After listening to this dismal catalog I was quite prepared, on arrival at the zoo, for a scene of unrelieved desolation, with rows of empty cages and a pile of rubble marking the bandstand. But I was surprised when the car swung through the gate to find myself in a pleasant shaded park, from which the scars of war had been removed. The sun streamed through the trees, and every few seconds a visitor passed through the gate. The refreshment stand at the entrance presented tempting trays of popcorn and fresh oranges, the rarest of luxuries elsewhere in Europe; a small boy dashed through the crowd in pursuit of a dog which had made off with his ball. And in shade near the concert stand numerous families were eating picnic lunches.

Milk from your favorite cow

BILL measured the crowd with a practiced eye. "It's a good turnout for Thursday morning," he decided, explaining for my benefit that Thursday is always a poor day in zoos. "It's the middle of the week," he said, "and I suppose everybody is trying to finish up his work before the weekend."

"Also it is an agreeable day," the Belgian director ventured. "I am sure that has much to do with the presence of these people."

"You are too modest," said Bill. "You have a fine zoo here." Bill meanwhile had been scanning the grounds, as if searching for something. Suddenly he asked, "What's happened to the *laiterie*—where the cows were kept in glass stalls, and the children could ask for a glass of milk from their favorite cow?"

"I am afraid it is no more," said Van den bergh. "The cows were slaughtered for food during the war and we have not been able to replace them."

"That was a fine idea," Bill went on, "and I've never understood why more zoos didn't adopt it."

"There will be a new *laiterie* some day," said Van den bergh, firmly. "But, as you Americans say, first things first."

Even without the *laiterie*, it was plain that the Antwerp zoo was on an upward trend. Making our way through the park, we were

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LION CAGE in Munich zoo still shows some of the damage inflicted by bombs during the war. Director Hans Heck says his zoo was hit 90 times altogether.

EUROPEAN ZOOS CONTINUED

suddenly confronted by what appeared to be a segment of a game preserve with water buffalo, elk, okapi and other wild animals wandering contentedly about, separated from the spectators by a water moat. "Where in the Sam Hill did you get all those?" Bill demanded.

"We have been fortunate," said Van den bergh. "A number of animals were the gifts of the administration in the Belgian Congo. In fact, two gorillas are at this moment en route to us by airplane from Stanleyville. In a few weeks we will have four lions. But in addition to the gifts from the government we have enlarged our collection by trading with other zoos. Do you see those two ostriches? We acquired them in exchange for two lion cubs bred from a female lion given us by the London zoo and a male bought from a circus in Luxembourg."

When Van den bergh was not answering Bill's questions, he pumped the latter about conditions in American zoos. He wanted to know all about the platypus in the Bronx zoo and listened with fascination while Bill described the elaborate arrangements for feeding the animal. He was also intensely curious about the giant pandas shipped from Tibet and spoke hopefully about acquiring one for the Antwerp zoo.

"They must be quite expensive," he said.

"The first one is supposed to have cost about \$8,700," said Bill, "a hell of a price for any animal."

"How much is that in Belgian francs?" asked Van den bergh.

Bill made a rapid calculation, "About 380,000."

"That is more than I have to spend in a year. Ah, well. Perhaps in better times."

Standing in front of the lion house, the two men discussed the economics of their profession and I learned that inflation has played hob with their world, along with everybody else's.

"Elephants cost more than \$2,000," complained the Belgian.

"I used to buy them for \$400 in Ceylon, plus \$87.50 for shipping charges," said Bill.

"The asking price for giraffes is 100,000 francs, for a two-year-old lion, 40,000. Only the zoos supported by rich countries can afford to meet such prices." Van den bergh chided his guest. "You Americans have spoiled the world market. You have driven up the prices. You have too much money."

"Don't think it's all easy with us," said Bill. "In the U.S. rice is \$21.50 per hundredweight—it was \$3.83 before the war. The price of fish has doubled. We have to start a keeper at \$2,350 a year."

Van den bergh whistled at the last figure. "So much for a keeper? Here in Europe a professor of zoology would scarcely receive so much."

By this time, a little foot-weary, we had arrived at the new

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MUNICH ZOO'S CAMELS were all but eliminated during war. Those that survived found useful employment pulling wagons, doing odd jobs on farms.

EUROPEAN ZOOS CONTINUED

birdhouse, a single-story, sharply modernistic white house. Bill Mann was excited and jubilant. "You are going to see the product of a truly original idea," he said. "This is to zoo management what jet propulsion is to the airplane."

Inside was a brightly lighted chamber with white walls and many cages containing strange birds—a coq de roche with a red-fringed crest from the uplands of Brazil and a pair of golden parrots, the gift of a rich Belgian. "Now this arrangement, though very good," whispered Bill, "is conventional. We've been exhibiting birds this way for 200 years." Van den bergh led us toward a darkened passageway, over the entrance of which was a sign.

"Get this," said Bill, translating slowly. "The birds in these cages are not separated from the public by any enclosure or screen. There's nothing between you and the birds but a beam of light."

As my eyes became accustomed to the gloom I perceived a dozen brightly illuminated recesses set in the wall, each fitted with twigs and leaves to resemble a bird's natural habitat. In each were several birds, sitting unblinkingly in the bright light or fluttering unconcernedly from the branches in the small recesses. As Bill had said, there was neither wire nor glass between us and them. And the birds seemed wholly indifferent to the faces peering at them from behind a brass rail in the outer dark shadows.

"This may revolutionize the zoo business," said Bill huskily.

Nothing new for 50 years

WHILE the Manns studied the arrangement from the professional view, Van den bergh explained to me how the idea developed. More than a decade ago in Vincennes in the Bois de Boulogne, in the course of inspecting the vast new zoo built for the Paris Exposition of 1936, he was struck by the depressing thought that no original idea in the display of animals in captivity had been made since the Hagenbecks, half a century before, invented the so-called barless pits. Hagenbeck eliminated bars and cages and achieved the illusion of naturalness simply by establishing the animals upon moated islands, too wide for them to cross, and ingeniously landscaped to imitate the forest and plain.

"I told myself that the time had come for a new advance," Van den bergh went on, "and after nine years of hard thought and much study of animal psychology, the idea of using light in this manner occurred to me. I first announced it publicly at the zoo directors' conference in Paris in 1945, but my colleagues were inclined to scoff at me. Nevertheless I went ahead. The citizens of Antwerp contributed generously to the building of this new birdhouse; it was a success from the first, more than 20,000 people passing through the building on the first day."

"Actually, the basic idea is simple, arising out of well-established principles of animal psychology. Provide an animal with everything it needs—food, light, warmth—and it will not voluntarily quit

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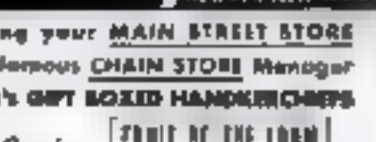
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its habitat, especially if the world outside is made to seem dangerous. Darkness is the embodiment of danger for certain diurnal species. Therefore these birds will not leave the security of the light for the unknown darkness, not realizing that it is the darkness that really contains freedom."

The idea, Van den bergh went on, is subject to many variations. Snakes, as is well known, avoid the cold, and with a view to eliminating the usual glass barrier between the snakes and the public, he experimented with refrigerated coils concealed in the floor around the snake pits. Exactly as he had theorized the snakes proved loath to cross the invisible barrier of cold and were happy to slumber in little unbarred islands of warmth. But the experiment was a failure from the box-office point of view for a technical reason. The vapor condensed by the meeting of the warm air and the cold pipes would freeze and form a ring of ice, spoiling the illusion of no barrier. "However, this small technical difficulty will soon be mastered, I am confident."

A radiant prison of light

I COUNTED 12 species in the cages—greenwinged glossy starlings from Africa, a myna from India, turtledoves from northern Europe and pink starlings from the Caucasus. Whatever their origins, they all seemed content in their radiant prison of light.

"How strange," I mused, "that they should prefer the illusion of freedom to the real thing? Isn't there a single rebel in the entire bird kingdom?"

"So far I have found but one," answered the zoo man with satisfaction. "It was a white-crested jay from the Himalayas, a most troublesome and unpredictable creature. It would remain for hours in the light in a docile attitude, then, for no apparent reason, it would venture to the edge of the light, peer wildly into the dark and then leap into space. Had the doors not been closed we would have lost it. Now it is in one of the conventional cages outside."

In the gray gloom, with its 12 little cubes of light, each like a perfect stage, Mr. Van den bergh's face seemed to hover in luminous disembodiment. "You are familiar, of course," he said, "with the tricks in depth perception that can be played with combinations of colors on different planes. It is, for example, theoretically possible to hold a gorilla indefinitely in a nonexistent cage simply by surrounding him with planes of color contrived to give the illusion of endless space, meanwhile keeping him fed, of course, so as to allay his curiosity. But of course man is quite as easily gulled."

Leaving the dark interior of the new birdhouse, we came out into a lighted room lined with conventional bird cages. One of these bore the name of the bird about which Mr. Van den bergh had just been talking—the white-crested jay of the Himalayas. While the professionals strode ahead, absorbed in their shoptalk, I lingered behind to examine this rebellious mountain creature which refused to be chambered by darkness. As Van den bergh had said, it was an excitable and nervous thing with a wild gleam in the eye—the same gleam, I would like to think, which occasionally flashed from the eye of William Locke. In any case I was at that moment sensible of a genuine feeling of kinship between myself and the bird. What with the geneticists engrossed in producing extinct horses and cows, and the psychologists making illusion more convincing than the real thing, I felt that we were both in for rough times.



CHIMPANZEE CHAIN GANG, consisting of (left to right) Michael, Vroni, Liesi, Susi and Spatzl, marches in perfect lock step for admirers at Munich zoo.

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Freight cars, which used to cost \$2,500

apiece, now cost more than \$4,000. And the prices that railroads must pay for fuel—whether coal or oil—have considerably more than doubled since 1939.

But in the same years the rates that railroads charge for their essential services have gone up less than half as much as the average increases in wage rates and the prices railroads must pay for materials and supplies.

What does this mean to you?

Just this—our nation needs railroads which are strong and healthy. That's the only kind of railroads that can produce adequate, low-cost transportation in time of peace—and

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NORTHWESTERN COLDS MAKE AN EVERYDAY FASHION OF BIG MITTS AND CREW HATS USUALLY RESERVED FOR CHEERING SECTION

Campus Fads

U.S. girls have some new ones

For reasons which they themselves do not understand and indeed are wise enough not to try to, U.S. college girls succumb periodically to clothing fads. The result may be completely familiar items used in unusual ways (*below*) or decidedly exotic things put to familiar use (*p. 163*). Sometimes, too, the boys get involved: boy-girl "look-alikes" are currently popular in the east. Some fads like saddle shoes and blue jeans have become relatively permanent fixtures but mostly they flare and die as fast as a football cheer. On this and the following pages appears a report on the current crop.

AT U.C.L.A. CAPS OF ALL KINDS—TENNIS, SKI OR BASEBALL—ARE DE RIGUEUR, ESPECIALLY FOR DRIVING ABOUT THE CAMPUS



CONTINUED ON NEXT PAGE

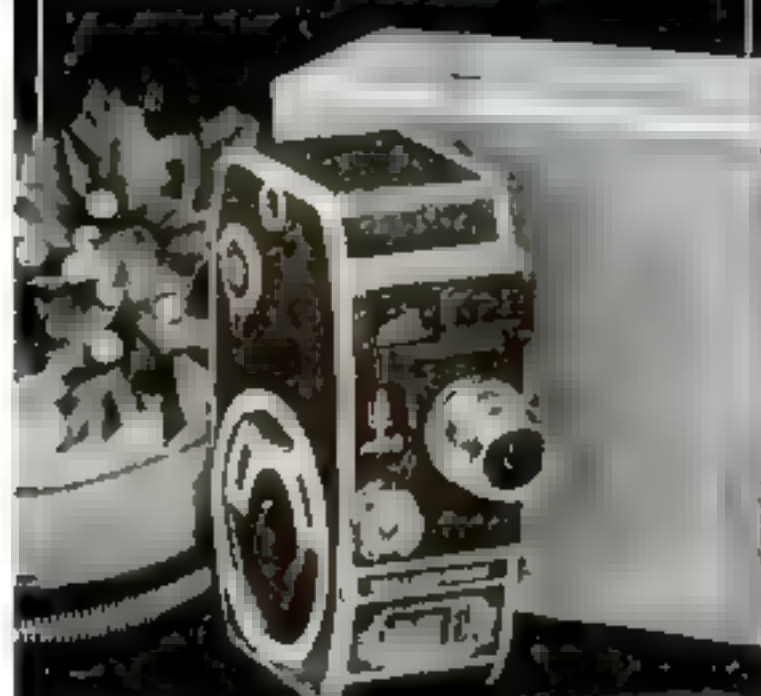
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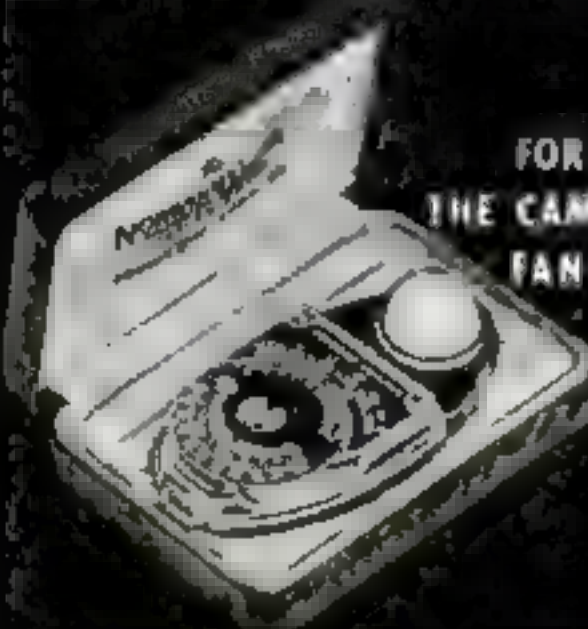
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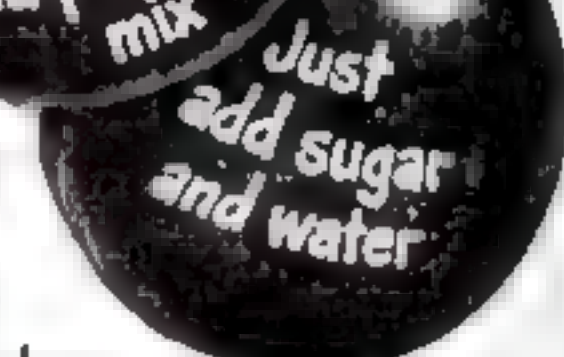


TWIN PARKAS are one way that a boy and his date may achieve the "look-alike" look. This couple was snapped at a recent football game in New Haven.



TWIN RACCOON COATS are another look-alike at New Haven. Also popular, especially in the east, are twin sweaters, twin tweed coats, leather jackets.

Apple pie in a package!



Betty Crocker says:

"Pour water on choice, fresh-flavored apple slices; roll out pie crust mix. Pie's in the oven in 14 minutes—juicy, flaky-crust, good."



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Tender • Nutritious • Tasty
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SLIGHT CHARGE

One morning, Mrs. T. introduced her family to hot Grape-Nuts Wheat-Meal.

Dad was the first to comment, saying: "Boy, this is the swellest hot cereal I ever did eat!"

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"Of course not," replied the mother.

"Then," said Jerry, "that song they sing on the radio is all wrong. The one about—the best things in life being free!"

(ADVT.)

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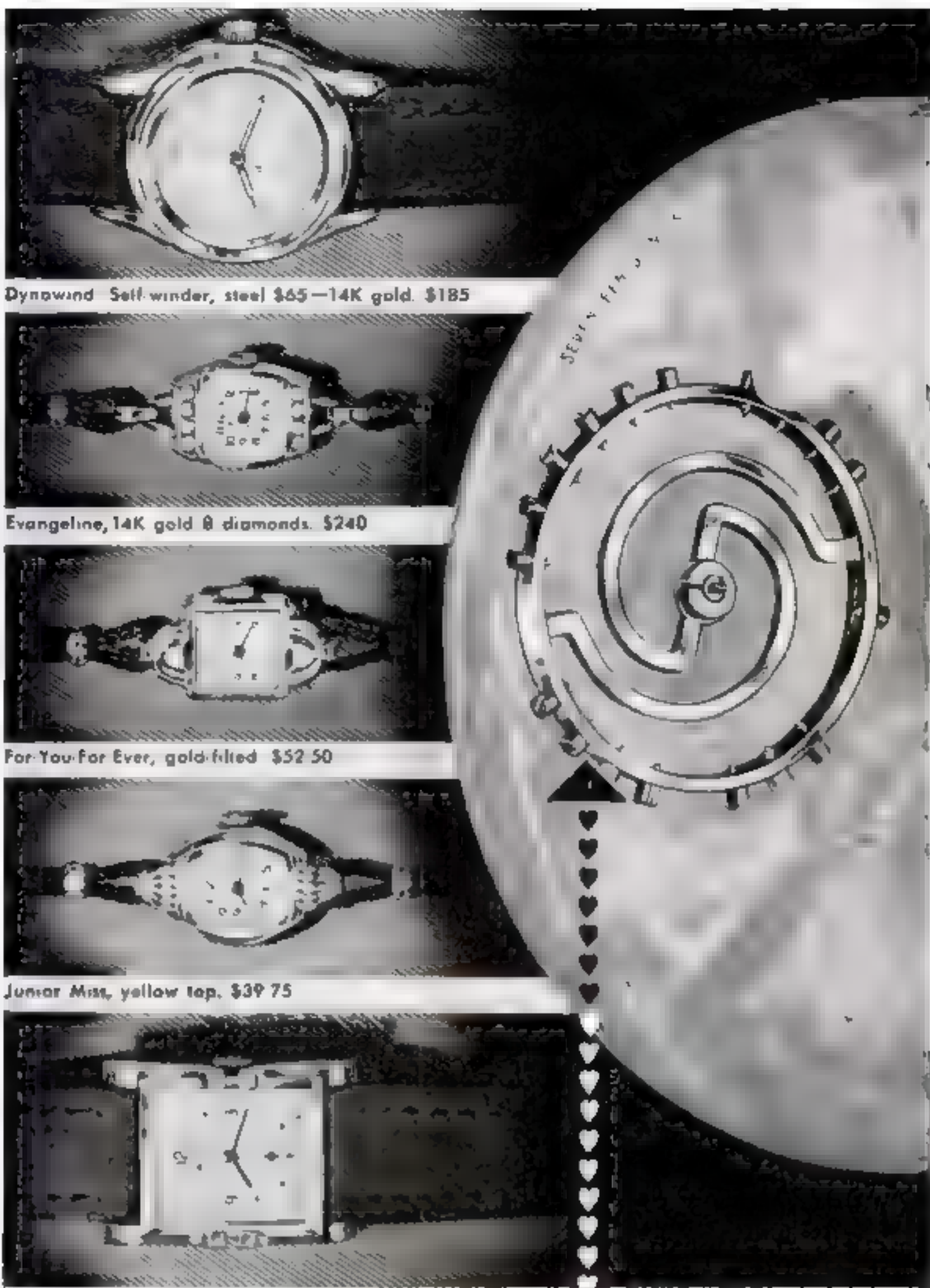
Yardley products for America are created in England and finished in the U.S.A. from the original English formulas, combine imported and domestic ingredients. Yardley of London, Inc., 670 Fifth Avenue, N.Y.C.



HOW TO WEAR A FLOWER with a strapless evening gown is shown by U.C.L.A. student Allan Smith who uses bit of transparent tape on her shoulder.



THE "MOO MOO," a Hawaiian Mother Hubbard hanging straight from a ruffled decollete, is the newest after-hours enthusiasm in U.C.L.A. sororities.



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The Sitwells

LIFE REPORTS VISIT TO U.S.
BY CELEBRATED LITERARY TEAM
OF EDITH AND BROTHER OSBERT

Osbert Sitwell on the stage at Town Hall

The thoughtful, kindly, worldly faces that confront each other on these pages belong to the senior members of England's most celebrated living literary family, the Sitwells. At left is Sir Osbert Sitwell. At right is his sibyl-like sister, Edith. Last month they came to the U.S. for a lecture tour and to give the New York literary set its biggest thrill in years, events which LIFE documents on these pages. Along with their brother Sacheverell, who stayed home in England, the Sitwells for 30 years have dismayed and dazzled the British public by writing glittering poems and by trying so hard to live down their conservative ancestors that they were often accused of being esthetic show-offs. By now the Sitwells—Edith is 61, Osbert 55—have a secure position in the artistic world. Edith is a candidate to succeed John Masefield as poet laureate, Osbert is literary adviser to Queen Elizabeth. In her book, *The Song of the Cold*, Edith takes her place among the topmost modern poets. With the just-published fourth volume of his autobiography, *Laughing in the Next Room*, Sir Osbert has not only hit the American best-seller list but has also produced a classic chronicle of an amazing family.



Edith Sitwell on the stage at Town Hall



SNOWED UNDER by intelligentsia at party given for her at Gotham Book Mart, Edith Sitwell clutches a highball while Sir Osbert (center) hovers over her worriedly.



TWO MUSICAL PERSONAGES chat with Edith (left) at Waldorf party. They are Composer and Critic Virgil Thomson and Harpsichord Player Wanda Landowska.



A PRINCESS, Alexandra Kropotkin, the White Russian author of fancy cookbook, chatted constantly with Edith at a party given by Edith's publisher, Vanguard Press.

The Sitwells CONTINUED



OSBERT AND NOVELIST, A. J. Cronin, author of *Keys of the Kingdom*, scratch their ears at a Ritz-Carlton party given by their publishers, Little, Brown and Co.



EDITH AND MARQUESS, Milford Haven, who was best man at Princess Elizabeth's wedding, joke at Waldorf luncheon. When speeches began he ducked, she stuck.

THEY BRAVE NEW YORK

In the process of being lionized along the eastern seaboard the Sitwells have behaved more like lambs than lions. They gave a joint reading of their poetry at Town Hall, where the largely female audience hustled rudely in and out during the program, but the Sitwells patiently read on. At big cocktail parties they surprised everyone by their polite habit of shaking hands with and saying goodby to everybody. At appointments they were punctual to the second. While Edith had the flu Sir Osbert dashed off to give lectures at Montreal and Buffalo, and they hope to lecture in Wisconsin and Sarasota, Fla. In only one respect did they suggest the flamboyance of their early youth: Edith swept around New York looking like a medieval sorceress, in flowing capes and gowns topped off by a vermillion turban. Edith insisted she never tried to shock people. "Who would purposely try to annoy the public?" she asked at a press conference. "I would," cut in Sir Osbert curtly. "Frequently have."



A CRITIC, Ernestine Evans of New York *Herald Tribune*, gives Osbert a chance to light up. Sitwells commented on "kindness and generosity" of all Americans they met.

CONTINUED ON PAGE 100

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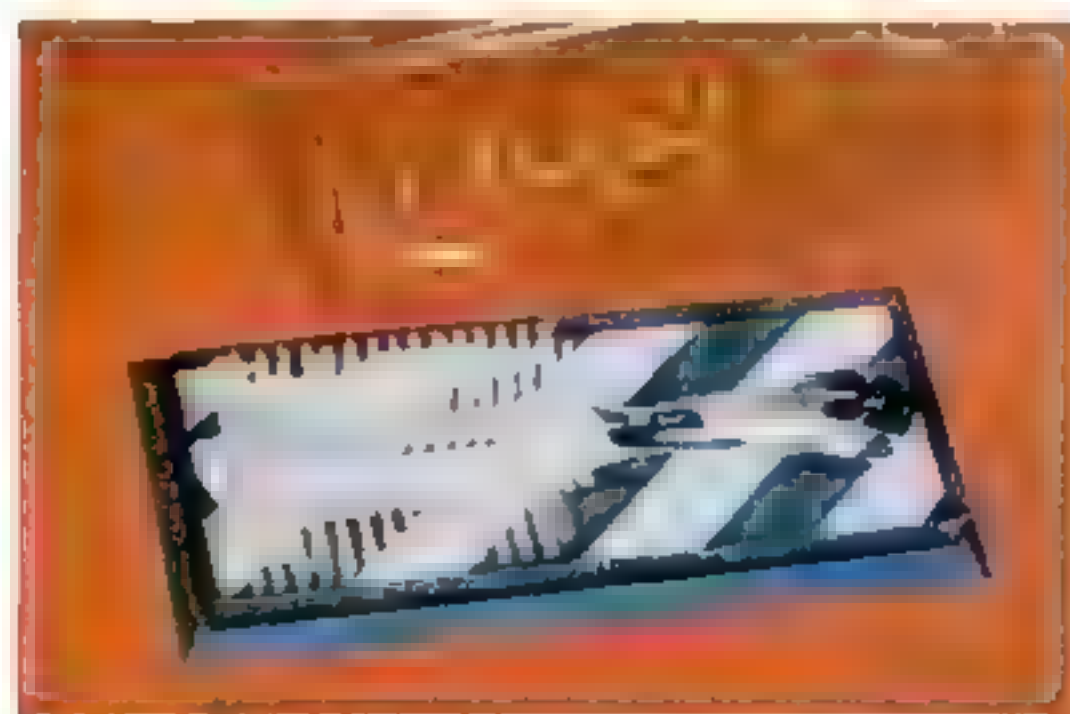
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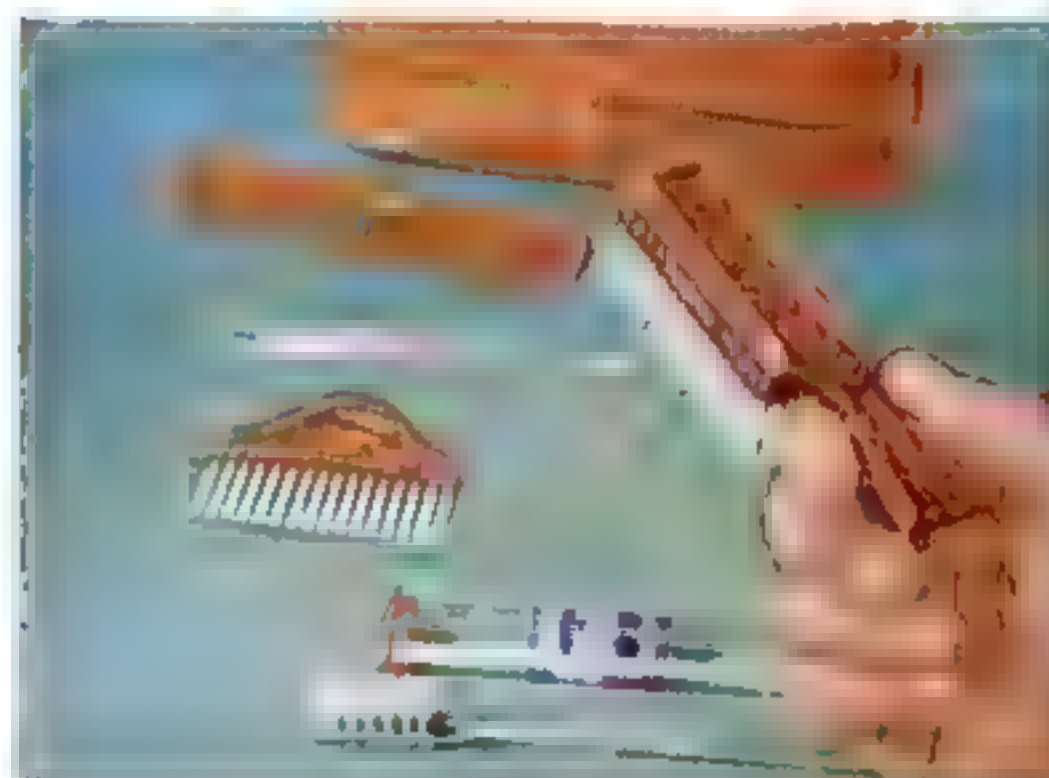
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Hughes Hair Brushes

Gifts that
go to their heads!

THE POETS GATHER

For many years the Sitwells' writing was looked on as brilliant but not profound. But in the past few years critics and other poets, many of whom gathered around the Sitwells in New York (*below*), have come to believe that Edith is now a major poet. This change of opinion came with a change in Edith's own writing. During and since the war her work has taken on depth, soberness and an intense, almost grieving understanding of the conflicts and sufferings of mankind. *Heart and Mind* (*below*), possibly her most popular poem, bespeaks the irreconcilable conflict between the golden lionlike heart and the cold moonlike mind.

HEART AND MIND

Said the Lion to the Lioness—'When you are amber dust,
No more a raging fire like the heat of the Sun
(No liking but all lust)
Remember still the flowering of the amber blood and bone
The rippling of bright muscles like a sea,
Remember the rose-prickles of bright paws
Though we shall mate no more
Till the fire of that sun the heart and the moon-cold bone are one.'

Said the Skeleton lying upon the sands of Time
'The great gold planet that is the mourning heat of the Sun
Is greater than all gold, more powerful
Than the tawny body of a Lion that fire consumes
Like all that grows or leaps. . . . so is the heart
More powerful than all dust. Once I was Hercules
Or Samson, strong as the pillars of the seas:
But the flames of the heart consumed me, and the mind
Is but a foolish wind.'

Said the Sun to the Moon—'When you are but a lonely white crone,
And I, a dead King in my golden armour somewhere in a dark wood,
Remember only this of our hopeless love
That never till Time is done
Will the fire of the heart and the fire of the mind be one.'

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WEARING TIBETAN BRACELETS AND CAPE, EDITH RECITES IN TOWN HALL



A COLLECTION OF POETS came to a cocktail party at New York City's Gotham Book Mart to pay homage to the visiting Sitwells. Left foreground: William Rose Benét. Behind him: Stephen Spender. Behind him: Horace Gregory and his wife, Marya Zaturenska. Behind the seated Sitwells are (left to right) Playwright-Poet

Tennessee Williams, Richard Flerhart, Novelist-Poet Gore Vidal and José García Villa. On the ladder is W. H. Auden. Standing against the bookcase (right): Elizabeth Bishop. Seated in front of her is Marianne Moore. Seated at the right: Randall Jarrell (with mustache), Delmore Schwartz. On the floor (center): Charles Henri Ford.

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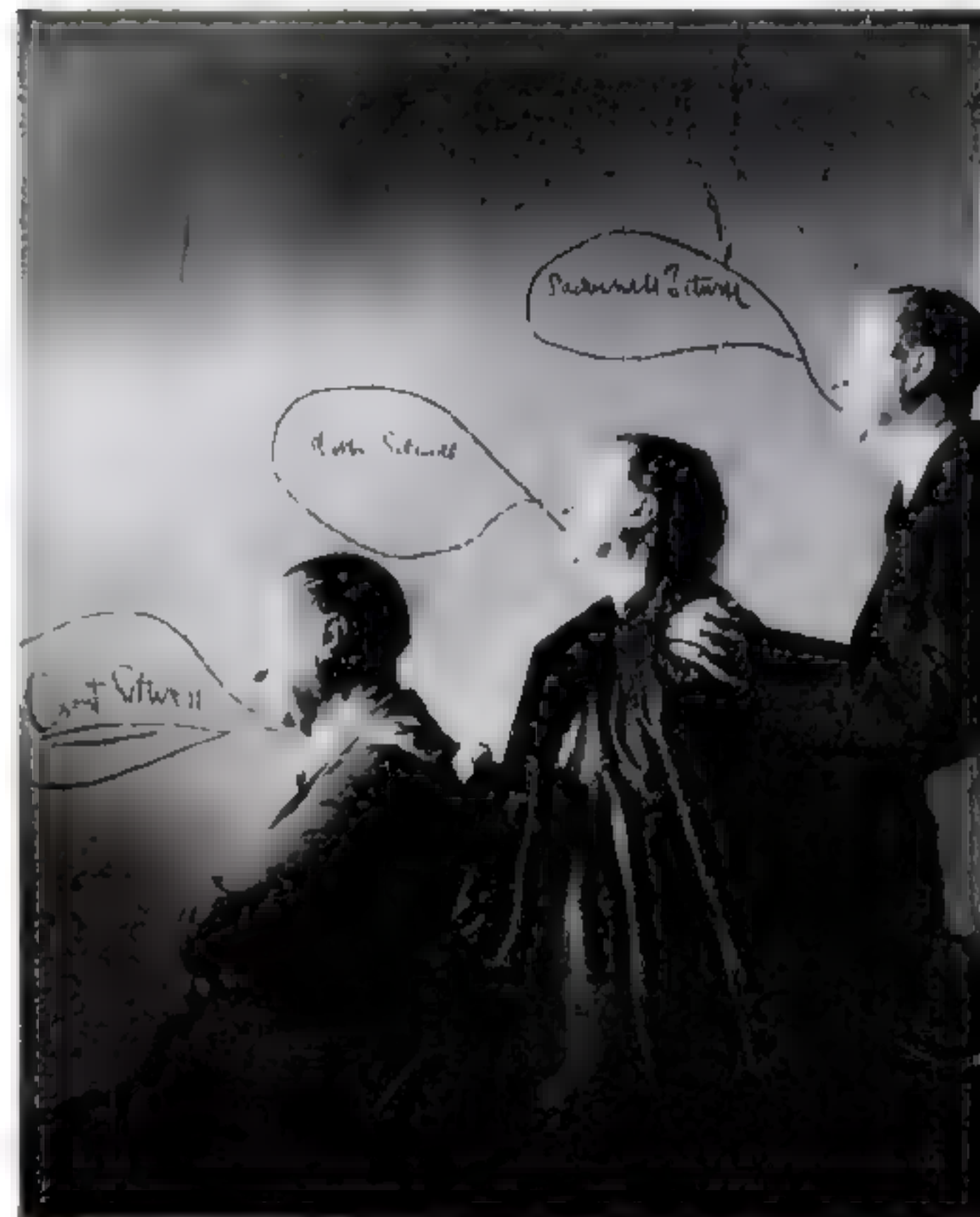
118 N. Commerce St.
Sheboygan, Wisconsin

The Sitwells CONTINUED

THEY HAD FUN POSING



IN WIRE AND WAX Edith Sitwell was sculptured by Pavel Tchelitchev, a well-known surrealist painter. He did not have Edith sit for this work (pictured above in front of mirror) because he said he was already familiar with her face. He has done other portraits of her by mixing paint with sand and collage.



LIKE COMIC-STRIP CHARACTERS three Sitwells were taken by Photographer Baron with balloons coming out of their mouths. Sacheverell, the younger brother, is a gifted poet, art critic, authority on the ballet, historian and ornithologist. Unlike his brother and sister he is married, has two sons.

FOR EXOTIC PORTRAITS



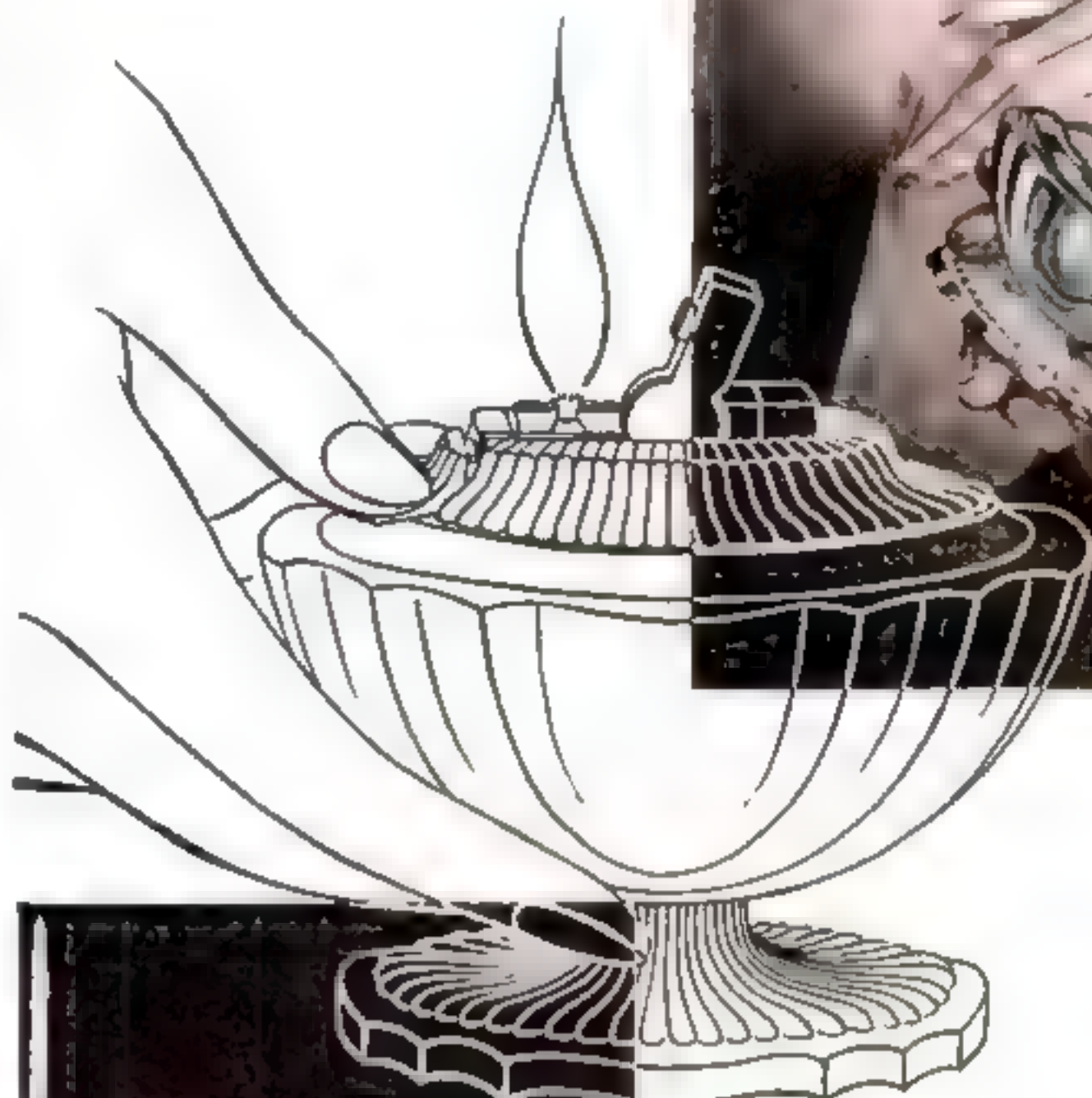
"EDITH SITWELL AMONG THE LILIES" is title which Photographer Cecil Beaton gave to this picture which he took in his Paris studio for *Vogue*. Edith says she thinks that he meant to imitate figures carved on top of medieval coffins. It was meant for a joke, but she adds that she is "rather fond of it."



EDITH PLAYING THE HARP is another Cecil Beaton photograph, which accentuates her medieval grace. Edith does not care much for picture, saying, "Only in heaven will I play the harp, and I'm thinking over my repertoire now, as I haven't much longer. I think it will be Debussy—he sounds well on the harp."

CONTINUED ON NEXT PAGE

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The Sitwells CONTINUED



THE SITWELL FAMILY was painted by Sargent in March 1900. Left to right: Edith; her father, Sir George; her mother, Lady Ida; Sacheverell; Osbert.

THEY SPRANG FROM A FABULOUS FAMILY

The Sitwells are not snobbish about their ancestors, but they are very much aware of them. In his autobiography Sir Osbert invites the public to behold his strange and wonderful forebears. There are the Plantagenet kings who gave Edith her long nose. There is Lady Conyngham, who was said to be the mistress of King George IV; Arabella Churchill, the mistress of James II and also an ancestor of Winston Churchill; the great Duke of Wellington, who defeated Napoleon. There is also Sir Sitwell Sitwell, who in 1806 built a ballroom onto his castle especially to throw a party for the Prince Regent, and the fabulously rich grandparents, the Earl and Countess of Londesborough, who had a mile of scarlet carpet spread from their villa to the sea whenever the earl went for a dip. But the prize exhibit of the regal sideshow was the Sitwells' orange-bearded father, the late Sir George, fourth baronet and Lord of the Manor of Long Itchington, who never stopped changing the landscape in the 5,000-acre estate of Renishaw Hall, the family seat, and who tried to beautify the scene by painting blue Chinese characters on his white cows, which wouldn't stand for it.

Sir George was cool to his children's literary ambitions. "My cousin," he said, "had a friend who killed himself by writing a novel." And he once decided that "Edith made a great mistake by not going in for lawn tennis." Cruelly or ludicrously, Sir George tried to teach his children worldly wisdom. When Osbert at 21 was sent in World War I to fight with the Grenadier Guards in front-line trenches, his father counseled him, "Directly you hear the first shell, retire... to the cellar, and remain there quietly until all firing has ceased.... Keep warm and have plenty of plain, nourishing food at frequent but regular intervals. And, of course, plenty of rest."

In *Left Hand, Right Hand!*, the first volume of his four-volume autobiography, Sir Osbert tells how the great American painter, John Singer Sargent, came to paint the family portrait (above). "Every second day for five or six weeks we posed... and no picture, I am sure, can ever have given the artist more trouble, for my father held strong views concerning the relationship of the patron to the painter, who ought, he inwardly maintained, to occupy the same position as a bone to a dog—or, as for that, of a mouse to a cat—being created and placed before him to be worried, gnawed and teased.... My father, who only admired in a female small, Du Maurier-like features, pointed out to the painter that my sister's nose deviated slightly from the perpendicular, and hoped that he would emphasize this flaw. This request much incensed Sargent, obviously a very kind and considerate man; and he showed plainly that he regarded this as no way in which to speak of her personal aspect in front of a very shy and supersensitive child of 11. Perhaps, too, he may already have divined in her face and physique the germ of a remarkable and distinguished appearance which was later to appeal particularly to painters. At any rate, he made her nose straight in his canvas and my father's nose crooked, and absolutely refused to alter either of them, whatever my father might say."

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and let each new, exciting, weekly issue
remind your friends of your thoughtfulness all through the year.

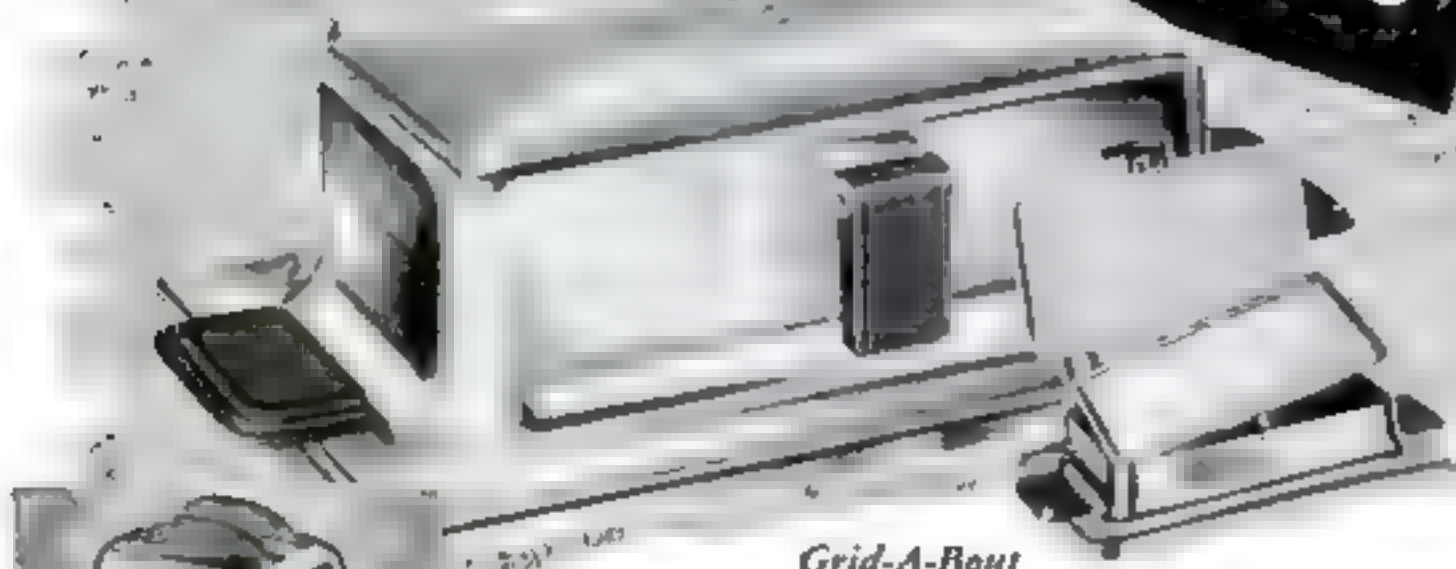
Give LIFE for Christmas—
and know that 52 weeks later your present will still be as new
and fresh and just as cherished as on Christmas Day.

**Give LIFE for Christmas at these special, low
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One subscription (your own or a gift, new or renewal) \$6.00
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A gift order form has been boxed into this issue for your convenience in ordering LIFE subscriptions for your friends.

"TOPS" for CHRISTMAS



Grid-A-Bout



Pop-Up Toaster



Corn Popper

What better answer to a holiday question? For Mother, Dad, for wife or sweetheart. Dominion appliances are Family Favorites. Not for just one season but through the years!

GRID-A-BOU—Reversible grids provide for toasted sandwiches, grilled snacks, etc., or for waffles—no fussing with an extra set of grids. It's a beauty!

POP-UP TOASTER—Fully automatic! Toast as you want it—light, medium or dark! Popular at Christmas—popular every day in the year.

CORN POPPER—Our newest appliance. Heatproof glass top—watch the corn pop! No stirring or shaking. Also handy for warming soups, etc. You'll love it!

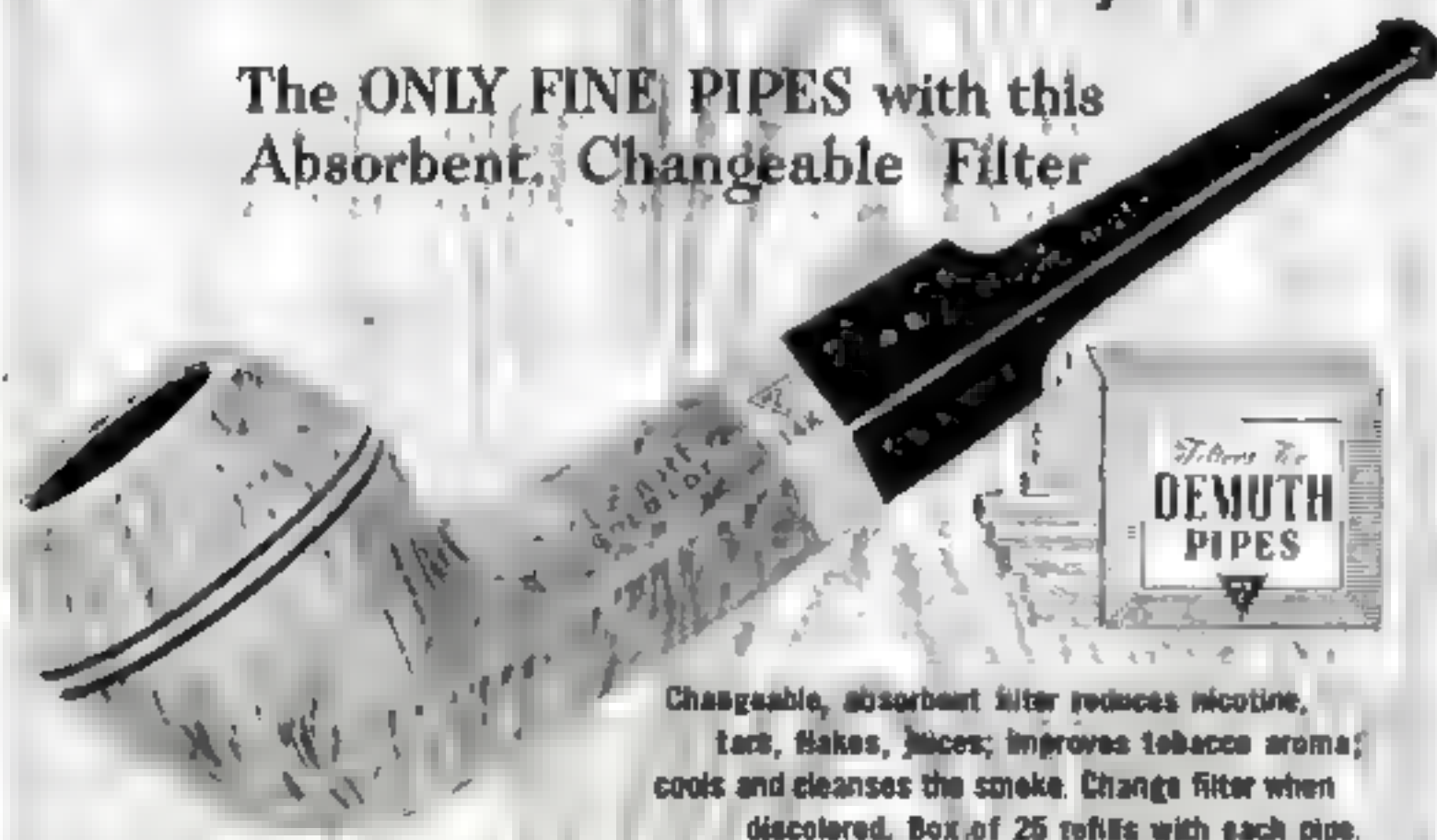
See these and many other handsome Dominion table appliances at your favorite dealer's.

DOMINION ELECTRIC CORPORATION, MANSFIELD, OHIO

DEMUTH

Absorbent Filter Pipes

The ONLY FINE PIPES with this Absorbent, Changeable Filter



Changeable, absorbent filter reduces nicotine, tars, flakes, juices; improves tobacco aroma; cools and cleanses the smoke. Change filter when discolored. Box of 25 refills with each pipe.

IMPORTED BRIAR ROOT

DEMUTH GOLD DOT

Handcrafted pipes with rare natural grain in virgin color. Hand-rubbed finish. 14K gold band. 30 shapes. With pipe bag and gift box.



\$10

DEMUTH ARISTOCRAT

Beautiful light mahogany finish. Convenient Shur-lock screw mouthpiece insures tight, perfect fit. 30 shapes. In handsome gift box.



\$5

ROYAL DEMUTH

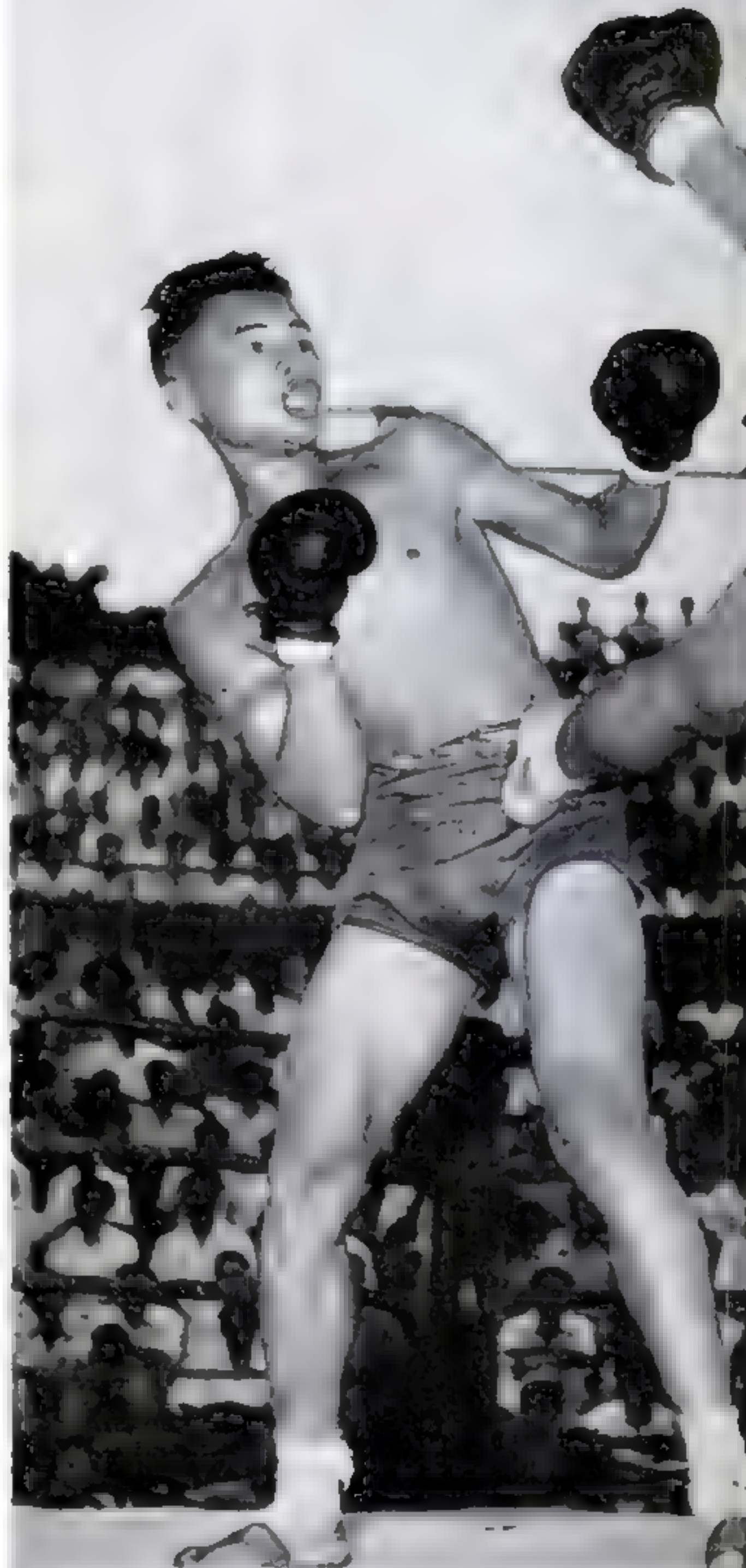
Smooth or finely etched pipes in mahogany or walnut finish. Fine rubber or Ambrie mouthpieces. 42 shapes. Handsome gift box.



\$3.50

WRITE FOR NEW STYLE BROCHURE. WM. DEMUTH & CO., INC., NEW YORK 22

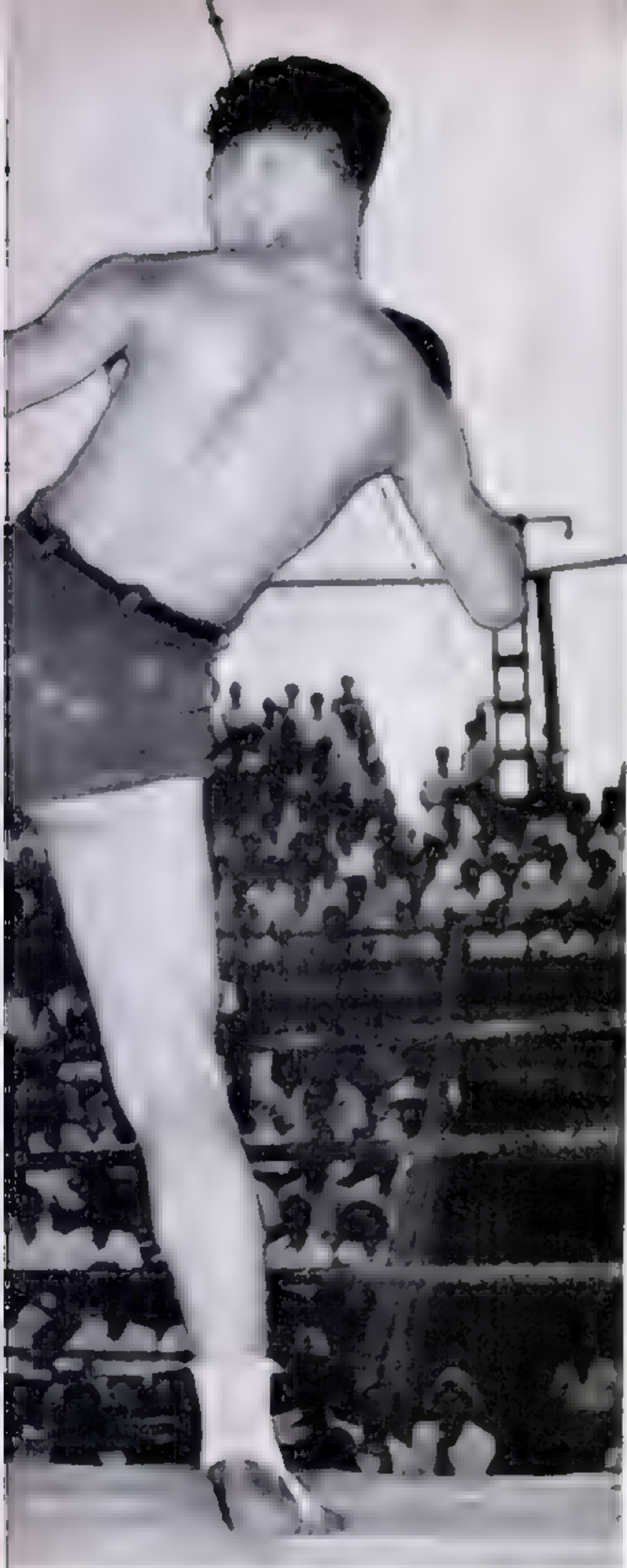
SPORTS



IN BANGKOK'S RAJADAMNOEN ARENA YANYONG SILARAK BACKS AWAY



BUDDHIST PRAYERS begin the prefight ceremony, after which the boxer do a shadowboxing pantomime to show how they intend to beat each other up



TO AVOID A VICIOUS KICK AIMED AT HIS GROIN BY SUCHAI SIDBHOL

"MUEY" IS MAYHEM IN SIAM

In Siam, where few pugilists have heard of the Marquis of Queensberry, the roughhouse tactics shown in these pictures, made last September, are an integral part of *muey*, the native name for Siamese boxing. Kicking, butting and rabbit punching are legal under rules which have changed little in 1,000 years and which forbid practically nothing except biting, hair pulling and spitting in an opponent's face. An orchestra supplies reedy music for each match, occasionally stepping up the tempo to suggest to the fighters that the spectators and the management would like even more action. If at the end of five three-minute rounds both principals have managed to avoid hospitalization they often embrace, possibly because they are relieved that the ordeal is over.

CONTINUED ON NEXT PAGE

"I never dreamed it could be mine until I met my Silver Counselor"



WHO is the Silver Counselor? She is one of Home Decorators' corps of experts in the etiquette of silver usage, trained under the consultant supervision of Emily Post. You, like thousands of other women, will thrill to the discovery that your Silver Counselor can make your dream of owning beautiful silver come true! Just see what you get from this wonderful Home Decorators Silver Counselor Service...

Finest of silver

Ageless in beauty, exquisite in design and workmanship...there is no finer silver made than Home Decorators.



Custom assembled just for you

Under the guidance of your Silver Counselor, your silver pieces are assembled for your exact needs. No mistaken choices...no white elephants...your service is as individual as custom tailoring.

Extra settings at no extra cost

Under the Home Decorators Club Plan, you actually acquire additional place settings at no additional cost. In the privacy of your own home, your Silver Counselor tells and shows you how.



EMILY POST
Consultant,
Home Decorators, Inc.

Emily Post Consultation Service

Think of never again having to worry about entertainment do's and don'ts! Your own Silver Counselor's Consultation Service, under consultant supervision of Emily Post, is ready with helpful suggestions for all occasions—from supplying menus to complete plans for every kind of party or social function.

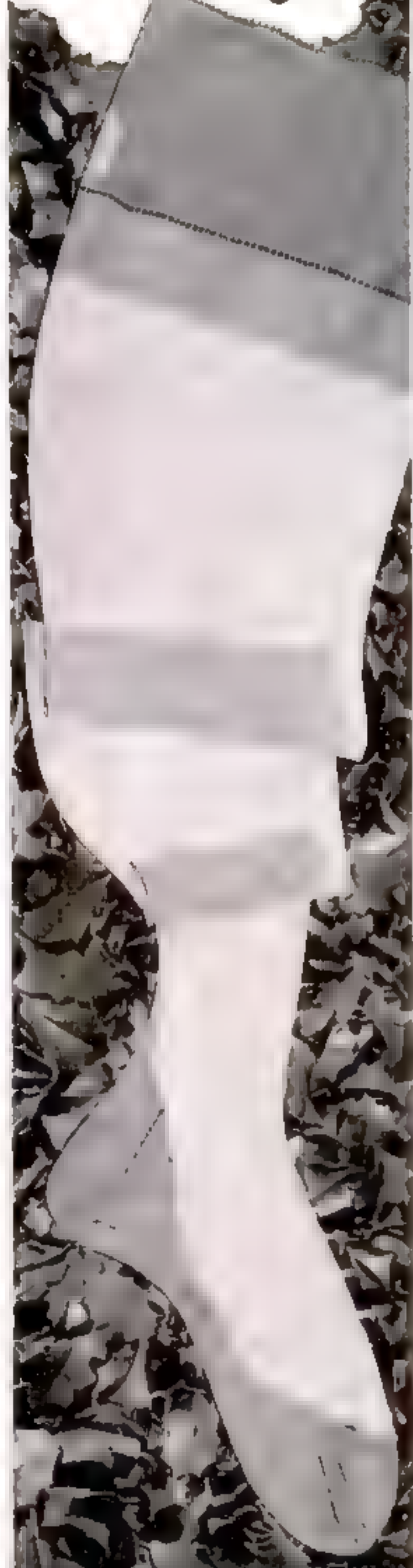
Home Decorators, Inc.

Newark, New York State

Home Decorators Silver may be purchased solely through local Silver Counselors, who advise homemakers in the etiquette of silver usage, proper table setting, piece and pattern selection. Counselors are trained under the consultant supervision of Emily Post. For the address of the Silver Counselor nearest you, drop a line to Home Decorators, Inc., Newark, New York State.

COPY. 1948 HOME DECORATORS, INC.

for her
Christmas
stocking



made of du Pont nylon

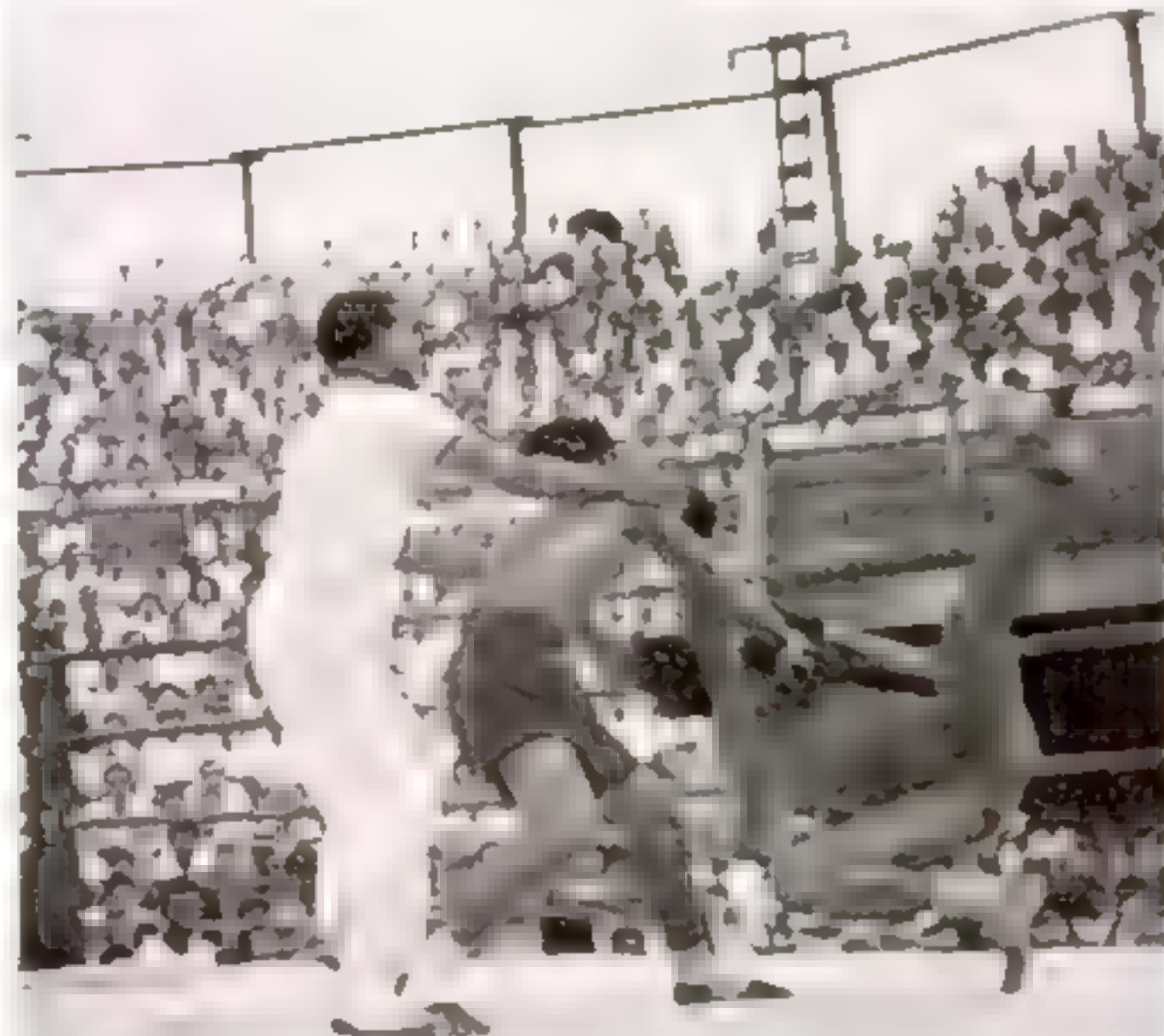
Vision
nylons

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350 Fifth Avenue • New York 1, N. Y.

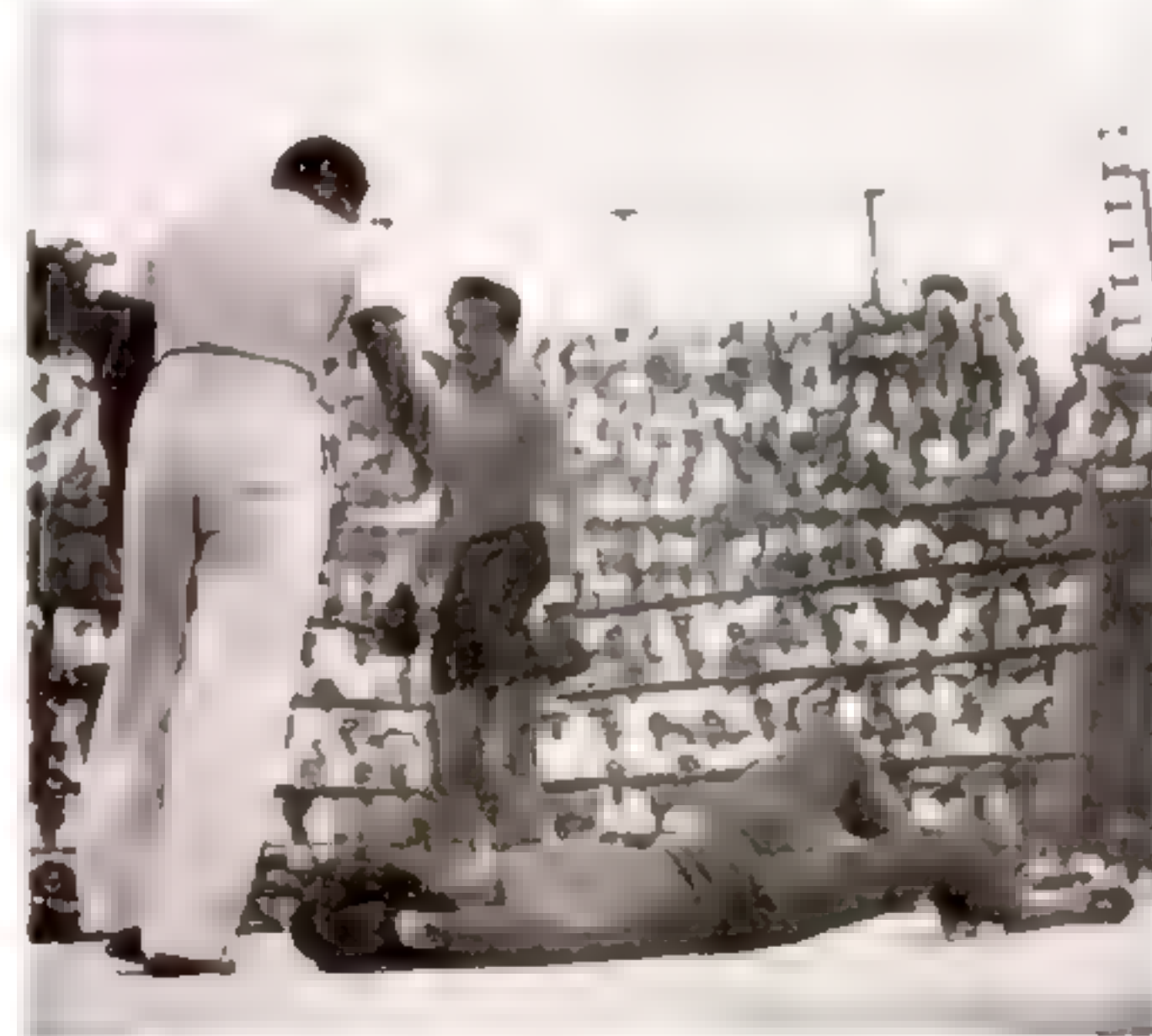
Siamese Boxing CONTINUED



TANGLE OF ARMS AND LEGS results as Arann Reongchai and Prasong Chaimeeboon open their match by lashing out at each other with fists and feet.



GOING DOWN after a right haymaker, Reongchai balances momentarily on his toes. As in U.S. boxing rules, contestant is allowed 10 seconds to get up.

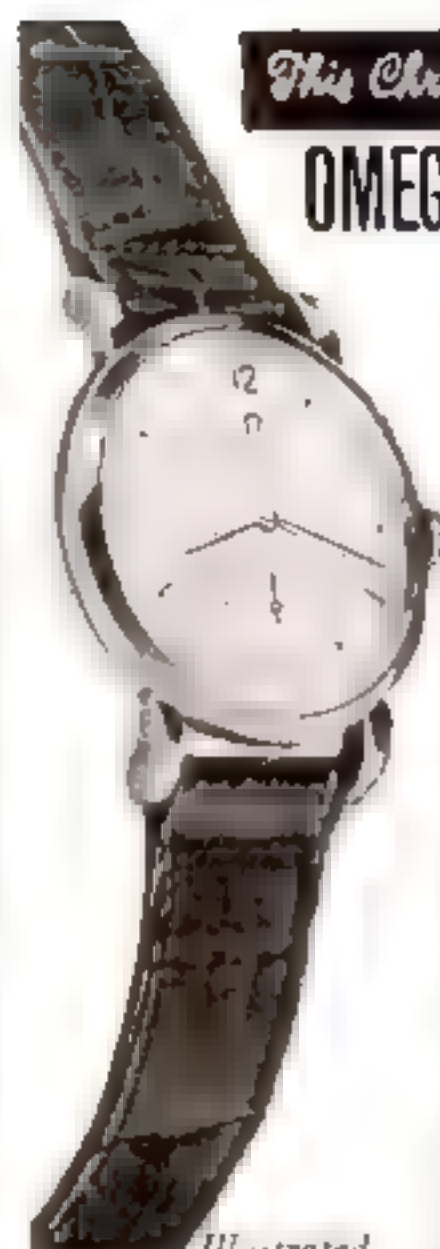


DOWN AGAIN for fourth time, the badly battered Reongchai listens to the referee toll off the count before struggling to his feet to continue the losing fight.

This Christmas—give an

OMEGA AUTOMATIC

*world's
thinnest
self-winding
watch*



No winding nuisance with a famous 17 jewel Omega Automatic. Just wear it; it winds itself. Acclaimed by jewelers the world over for its accuracy and handsome design. The large but thin Omega movement stores 36 hours reserves winding, has manspring stay to prevent overwinding. Can be wound and set by hand. Folder illustrating additional models sent on request. Write Dept. 43.

Illustrated.

*Omega Automatic,
14K gold-filled \$21.50;
14K \$175 (F.T.L.).*

*With sweep second
hand slightly more.
Handsomely boxed.*

*At fine jewelers
throughout the U.S.
Other Omegas for
men and women
from \$60.*

OMEGA ACCURACY AWARDS

Official timer for Olympic Games of 1932, 1936 and 1948. Geneva Observatory since 1930. Kew-Teddington, England since 1933.

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Celebrating 100 Years of Distinguished Watchmaking

OMEGA

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SORE, CHAPPED LIPS?

Quick relief with MENTHOLATUM



● Don't suffer from painful dry, cracked lips this winter—reach for Mentholatum. Feel fast-acting Mentholatum's famous combination of menthol, camphor and other ingredients soothe tender lip skin, revive dried-out skin cells, help them retain needed moisture. Soon smarting pain leaves, lips feel smoother—it's a pleasure to smile again. In tubes and jars—35¢, 75¢.

MENTHOLATUM



MADE FOR EACH OTHER

Christmas and Prince Gardner

For the men on your list...family, business associates, friends...two perfect ways to show your thoughtfulness. Brandy Tan Registrar with removable photo-card case \$7.50—matching Key Card \$3.50.

Banker's Watermark Seal billfold in black \$10. For the women in your life...Wife, Mother, Sister, the girls in the office...exciting fashion billfolds that are sure to make a hit. Captivating new Tote'm that slips on her belt or in her purse, in Green Pepper, from \$5 up. Sophisticated Registrar in Cactus Rose with gallery for photos \$10—matching Key Card \$3.50. Billfold Key Card sets come smartly wrapped in showcase gift boxes. Other styles, other colors, to \$30.

At fine stores everywhere. All prices plus tax.

 fine
leather
accessories

Prince Gardner

St. Louis 10, Mo.



For Canapes

nothing tastes as good as Ritz... but Ritz!

Put your spreads on RITZ CRACKERS—and you're sure of the *best* canape you ever ate! RITZ CRACKERS share their glorious flavor with *any* spread—make a canape base that *trumps*! Always serve RITZ CRACKERS. There's not another in all crackerdom so enriching to flavor—so *appealing* in itself!



MECHANICAL SANTA ARRIVES NOV. 6 AT BOSTON'S JORDAN MARSH STORE

SANTA COMES EARLY

He is already arriving all over the country

Santa Claus arrived early this year. First appearing by wooden crate in Boston (above) and by locomotive in Silver Spring, Md. (below) on Nov. 6, he somehow was able to parachute into a field near Chicago the following day (next page). By the end of November hard-working and commodating Santa will have arrived in various parts of the U.S. by plane, by dirigible and even by helicopter. It is unlikely, however, that this exercise will tire him out. Without a doubt he will still be strong enough to make his final regular appearance on the night of Dec. 24.



LOCOMOTIVE Santa arrives in Silver Spring, Md. This Santa was specially trained for the job in a Santa school and wears a deluxe \$300 uniform.

CONTINUED ON NEXT PAGE

LEWYT

...and **ONLY** Lewyt

gives you the sensational
new No.

*80 Nozzle
Carpet*

It's the revolutionary new
AUTOMATIC COMB-VALVE
that makes the DIFFERENCE!



• Gets 18% to 55% more embedded dirt...picks up more lint, thread and hair...yet

with 13% to 58% less carpet wear than 4 other big-name vacuum cleaners tested by United States Testing Co., Inc. (Reports #787301-2-3-4, June 14-16, 1949)

Now, there's no need to saddle yourself with *two* vacuum cleaners—both the *upright-type* with its motor-driven brush for carpets... *plus* the *tank-type* for above-the-floor cleaning. This new Lewyt does the jobs of both—*better* and *easier*! Gets the ground-in grit, and surface litter from rugs. *Also* cleans your drapes, upholstery, bare floors—does all your dusting, spraying, de-mothing. Yes! Lewyt now gives you *two* vacuum cleaners in *one*.

Yet the Lewyt costs no more than ordinary vacuum cleaners. Try it yourself at your dealers!

*(Present Lewyt owners can convert at nominal cost.)

NO DUST BAG TO EMPTY!

- Empties like an ash tray • It's quiet—no roar • Cyclonic Suction
- Triple-filters unsanitary dust • Light, easy to use • Space-saving storage

NO EXTRAS TO BUY...COMES COMPLETE!



• NO. 80 CARPET NOZZLE • CREVICE TOOL • UPHOLSTERY NOZZLE • MOTH SNUFFCATOR
• DUSTING BRUSH • FLOOR-AND-WALL BRUSH • POWER SPRAYER

Lewyt

(Rhymes with "do it")

VACUUM CLEANER

FREE! Picture booklet on modern home cleaning! Mail coupon now for your free copy!

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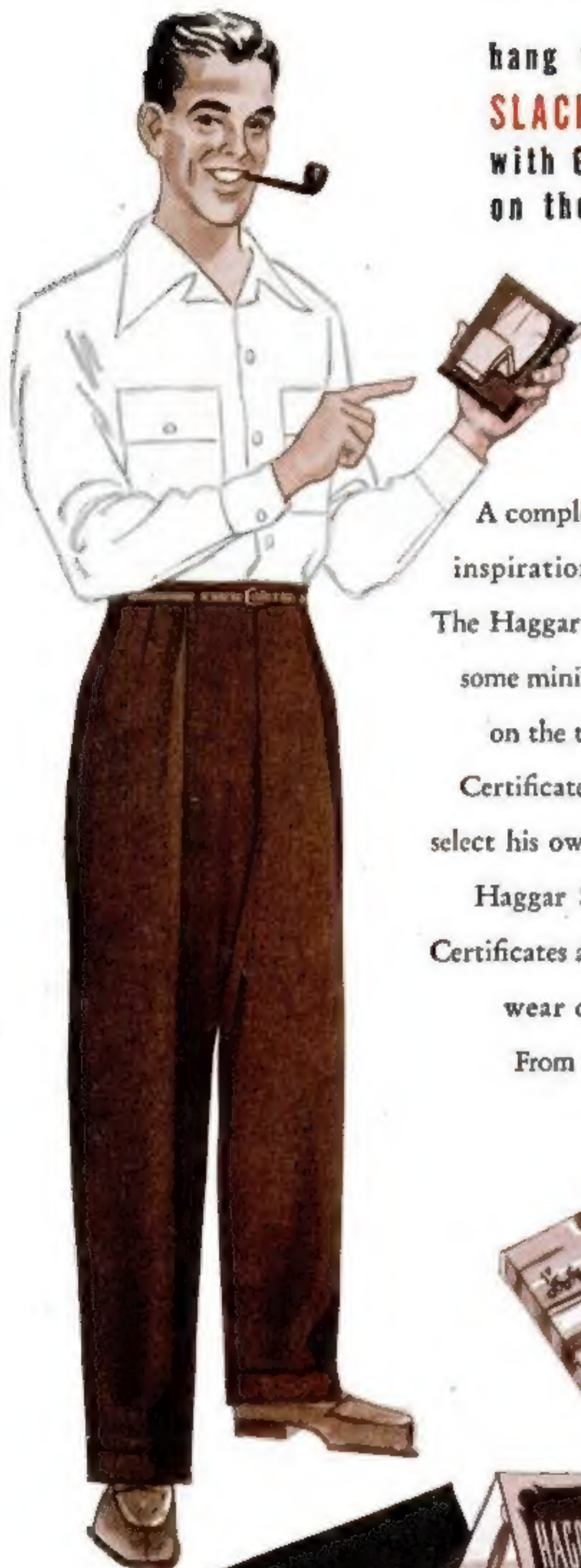
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MAKE A HIT WITH THE MEN ON YOUR LIST



This Christmas give HAGGAR SLACKS

hang this miniature
SLACK-PAK
with Gift Certificate
on the tree



A completely new and original
inspiration in gifts for men!
The Haggar Slack-Pak is a hand-
some miniature package to hang
on the tree. It contains a Gift
Certificate which allows him to
select his own Haggar slacks. Get
Haggar Slack-Paks with Gift
Certificates at your favorite men's
wear or department store.
From about \$6.95 to \$14.95.



HAGGAR CO. . . . DALLAS, TEXAS

Santa CONTINUED



SANTA PARACHUTES into a field near Chicago on Nov. 7, a feat skillfully executed because role was taken by a professional jumper named Carl Ruppel.



JEEP RIDE takes Santa from point of landing to the sales house belonging to the Chicago florist who conceived and staged the event as a publicity stunt.



ATOP FLORIST'S BUILDING in Chicago suburb Santa throws presents to the crowd below. His jumping equipment included Christmas bells on his legs.

Throughout the country...

9 out of 10
buy
IMPERIAL
again!



91.4% to be exact! Surveys throughout the country show that 91.4% of Imperial purchasers have bought Imperial *before*—and are buying it *again*! Why? Because Hiram Walker's 90 years at fine whiskey-making makes this whiskey *good*!



It's good to know... **IMPERIAL**
is made by Hiram Walker.
*No wonder nine out of ten buy
Imperial again!*

90 years at fine whiskey-making makes this whiskey good. 86 proof. Blended Whiskey. The straight whiskeys in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.

SMOKING TEST

PROVES CAMEL MILDNESS!



1 In a recent test, hundreds of men and women all across the country... of all ages and occupations... were closely observed as they smoked Camels—and only Camels—for 30 consecutive days. And they smoked on the average of one to two packages of Camels a day. But only Camels!



2 Every week throughout this dramatic 30-day test, their throats were carefully examined by noted specialists—a total of 2470 exacting examinations. And among all these smokers, these famous throat specialists found not one single case of throat irritation due to smoking Camels!



3 Yes, Camels are that mild! But prove it yourself. In your "T-Zone"—T for Taste and T for Throat. Smoke Camels for 30 days, with our money-back guarantee. (See below.) Let **YOUR OWN TASTE** tell you about the full, rich flavor of Camel's choice tobaccos. Let **YOUR OWN THROAT** tell you the wonderful story of Camel's cool, cool mildness. Yes, prove for yourself that there's



No Throat Irritation due to smoking Camels!

Prove it Yourself! Make the Camel 30-Day Test in Your "T-Zone"

Money-Back Guarantee: Smoke Camels for 30 consecutive days. Smoke only Camels. If, at any time during these 30 days, you are not convinced that Camels are the mildest cigarette you have ever smoked, return the package with the unused Camels and we will refund your full purchase price, plus postage. This offer is good for 90 days from this date.

(Signed) R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



According to a
Nationwide survey:
**MORE DOCTORS
SMOKE CAMELS**
than any other cigarette

Doctors smoke for pleasure, too! And when three leading independent research organizations asked 113,597 doctors what cigarette they smoked, the brand named most was Camel!